P957

PRINTERS' INK.

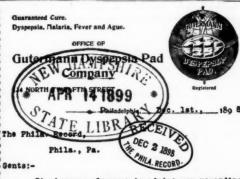
A JOURNAL FOR ADVERTISERS.

GEO, P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

Vol. XXVII. NEW YORK, APRIL 12, 1899.

No. 2.





It gives us pleasure to advise you regarding our advertising in The Record; that the results received from same amount to seven to one, as compared with the results received from the same advertisement placed in the other Phila. daily papers.

We are convinced from these results that The Record tells its patrons the truth in regard to its circulation.

Gutermann Dyskepsia Oad les.

This is advertisement No. 116 appearing consecutively in this space in the interest of

The Philadelphia Record

and it is a pleasure for us to state that not one of the announcements has contained a misstatement.

And we give you here an Additional Truth regarding THE RECORD's circulation during March, 1899:

AVERAGE DAILY, 188,395 COPIES. RATE, 25 CENTS PER LINE.

AVERAGE DAILY, 148,457 COPIES.

RATE, 20 CENTS PER LINE.

THE RECORD PUBLISHING CO., Philadelphia.

Mind these Facts For Profitable Street Car Advertising

We offer you the best Street Car Advertising service in the country.

We place at your service the largest and longest experience in placing Street Car Advertising.

We offer you the only completely equipped Street Car Advertising Agency in the country—our own artists—our own business writers—our own printing plant.

We have studied Street Car Advertising to make it profitable—we know the difference between notoriety and advertising —our knowledge is based on experience.

Bringing results depends largely upon how your gun is loaded. Blank cartridges make the noise but never kill a bird.

We never sell a blank cartridge. May we come with particulars?



Printers' Ink.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXVII.

NEW YORK, APRIL 12, 1899.

No. 2.

NO MYSTERY ABOUT IT.

By Charles Austin Bates.

We hear a great deal about the uncertainties of advertising, but we forget about the uncertainties in other

departments of business.

Profit from advertising is almost as certain as profit from merchandising; but the advertising and the merchanproperly or there will be no profit.

Mistakes are made in advertising just as they are in other operations of business. Even the most experi- and solicitors who are not quite honest. enced manufacturer makes mistakes.

I have just been talking to a maker

of collars.

He has been making collars for

thirty years.

He has been successful at it-he has made a fortune at it. He is recognized as one of the leaders in his line. This season he planned a new line of collars, bought and handled goods and cut the patterns according to his experience.

out they were found short.

The No. 14 collar did not measure more than 131/2, and so on.

The factory superintendent spent a day or two in trying to find out what the trouble was. Finally he threw up his hands and passed it up to his employer. The employer took a day at it and then decided to guess again.

in accordance with bis guess. Now he says he doesn't know

whether they will be right or not. The trouble is that there is no way of knowing just how much any given lot of goods will shrink. Sometimes the bleachers shrink them thoroughly,

sometimes not so much.

There is no way of knowing in advance just how much shrinkage to count on. If the lot of goods that was used to test the patterns happens to be only partially shrunk, and the goods from which the stock is made proves to be fully shrunken, the collars come from the country's population those out short, and a new pattern for each who insist on having their shoes made

size of each style must be cut. My collarmaker friend says that all he could do is to consider the different shrinkages and "strike an average."

At the same time he is advertising in trade papers and by circulars, and

he is getting results.

Orders and requests are floating in

every day.

In this case the advertising is more dise must be bought right and handled certain than the "absolute science of manufacturing."

> The theory that advertising is wholly a mystery is fostered by publishers

The less reliable the medium under consideration is, the more its publisher believes in the mystery of advertising.

He is willing to assert positively that advertising pays, but he does not

know exactly how.

He says that "the more a man studies advertising the less he knows about it." He says, "You just have to keep your name before the public and take chances."

He says, " Nobody knows what the When the first lot of collars came results will be, or whether it will pay or not, but all successful concerns have been advertisers. Therefore, in some mysterious and incomprehensible way, advertising must pay.

> Now I want to tell you there is precious little mystery about advertising. If you go about it in the right way

it pays.

If you are wrong it doesn't pay. If At a cost of one hundred dollars he you apply your common sense to the is having a new lot of patterns made proposition you come pretty near getting at bed-rock facts.

You start out with a proposition

that ought to be acceptable.

Is it so?

You have a certain kind of a shoe at a certain price. Is it the kind of a shoe that people want to wear? Is there a demand for it? That is the first thing to be decided.

If you conclude there are people who would like to have that kind of a shoe, how many people are there who

are possible customers?

If it is a \$5 shoe, you must cut off

to order at from \$10 to \$15 a pair, and you must cut out of your calculations fully told to people whom you may those who don't make money enough reasonably expect to be interested in to wear \$5 shoes.

Of course, you can't get at these figures exactly, but you can make a fairly

good guess at it if you try.

You will probably find that you have about one-fifth of the total population of the United States as possible customers. That is your field.

Can you produce a shoe at \$5 that. is enough better than any other shoe at \$5 to interest these people?

Is there any real good reason why they should prefer your shoe?

If there is not, you had better not advertise. You had better cut your manufacturing cost down as low as possible, and sell your goods by direct solicitation among shoe dealers. In that way, if the shoes are reasonably good, you can sell some of them.

One dealer will buy your shoes because you part your hair in the middle, and another dealer will buy your competitor's shoes because he doesn't. In other words, your trade will be built largely on your personality and the personality of your representatives.

If you have some real advantagesif your \$5 shoe is really better in some ways than anybody else's \$5 shoeyou may safely advertise the facts about it to the wearers of shoes.

Suppose it is a man's shoe.

There are fifteen million adult males in the United States. You have about one-fifth of them as possible customers; that is three millions of possible customers. You may determine with a reasonable degree of certainty about the class of publication that is read by these men. For instance, you may safely say that every man reader of the Review of Reviews is a possible customer. Mr. Curtis' Saturday Evening Post and the New York Morning Sun should also be safe propositions. The Century should prove profitable, and so should McClure's.

With this shoe proposition, which you may like to know is not entirely theoretical, advertising in these publications should prove to be by no means the least certain operation in the manufacturing and selling of the

product.

It is about as easy for the shoe manufacturer to make a mistake in buying his leather or in making his styles as it is for him to go wrong in resistible argument. his advertising.

The story of a good article truththat article is practically certain to

bring results.

I haven't any use for advertising that doesn't bring results, and I hold that the advertising of almost any business, if properly handled, can be made to bring immediate and tangible returns. My department store training has made me impatient.

In the department store you put your advertisement in this morning's paper, and by the time the doors are opened and the store is in order women begin to come in for the goods you have advertised. At the close of the day's business you can check up your returns, or if you can't there is something wrong with the advertising.

Advertising that does not show immediate results may be good for something. Its intangible, cumulative value may be great, but that value is a very

hazy quantity.

What I want from advertising is results to-day-I may be dead to-morrow.

The man who can persistently pump out money for advertising and sit complacently still, waiting month after month for results to come in, has more nerve than is good for him.

If advertising doesn't show quick results there is something the matter with it, or there is something wrong

with the proposition.

Mind you, I don't say profitable results. Goods and propositions differ so much that necessarily the profits pile up more slowly in some cases than in others. Some goods are naturally of slower sale than others; but the advertising that's done should immediately bring proof that it is being read and that it is exciting some interest.

The reason a deal of advertising doesn't pay is that it is only half done.

A manufacturer spends a lot of money advertising to the consumer, and makes no concerted effort on the dealer.

The two things must go together.

The dealer must be reached on both sides of the counter at once-by the consumer in front with his money and by the manufacturer at the back with i.ifermation about the goods and about the profits that can be made by handling them.

The two things together make an ir-

Either one alone may do some good,

One trouble is that the advertiser jumps into advertising with no experience, no preparation and no plan.

He advertises, not because he has any well-conceived idea as to how, where or to whom he should advertise, but simply because he has had it drummed into him that "advertising pays."

He usually tries to spread a small lump of butter over a very large slice

of bread.

He usually has about enough money to advertise properly in two or three publications, and he is absolutely, distinctly and painfully unhappy unless he can see his advertisements in twenty-five or thirty papers.

He forgets to inquire about the circulation of these papers-about their standing, their influence or value.

He forgets that he gains more prestige by advertising in one publication of high standing than in fifty of no

standing at all.

I have in mind one advertiser who uses only pages and half pages in four leading magazines. His expenditure is well inside \$10,000 a year, and yet the impression prevails among advertising men and in the trade to which this advertiser belongs that his appropriation is in the neighborhood of \$30,000 a year.

If his little \$10,000 business were scattered into fifty or one hundred papers nobody would know he was on

earth.

As it is, in whatever publication he appears, his advertisement is as big as

anybody else's.

The four magazines he uses have a combined circulation of about one million and a half, each copy reaching five people, or in round numbers 7,500,000-about one-tenth of the total population of the United States.

There are only a few businesses that require a greater field than this.

Think of what is meant by the trade of 7,500,000 people.

How many consumers are there of your goods?

How many people must use your goods in order to work your factory or store right up to its fullest capacity?

Figure it out and you will find that it is a very small proportion of seven and one half millions.

If you apply just the commonest kind of cold, hard, common sense to

but one is not complete without the your advertising, you will find that there is precious little mystery about it, and you will agree with me that if the conditions of the business are at all right it may be advertised confidently and with the expectation of quick returns.

A WAR STORY.

Last summer, when business was dull in New York, two young men conceived the idea of selling cheap watches to soldiers by mail. Credit to the extext of \$1,000 was obtained of Robert H. Ingersoll & Bro., 67 Cortlandt street, New York, for watches. A strong circular letter was prepared, setting forth the advantages of an American watch to sell, postpaid, at \$1.50. Along with it went the maker's guarantee for a year; a truthful picture show-ing the outside of the works, and an order blank. The names of the men in the regi-ments camped at Alger, Chicamauga, Fernan-dica and Municipal Burgar campaga. dina and Huntsville were secured. dina and Huntsville were falled with the printed envelopes, and they were filled with the printed matter about the watch. The dates on which An adthe army paymaster would deal out cash to the men in each regiment were obtained. At Chicamauga the men were to be paid the first week in July. June 28th 10,000 circular letters were put into the New York post-office, addressed to soldiers in the Chicamauga camp. These letters and cash for a month's service were received by the soldiers about the same time. Result-683 cash orders of \$1.50 each came to Result—85, cash orders of \$1.50 each came to New York within ten days after the first mailing. Each order netted 60 cents, after postage, printing, addressing, rent, etc., had been paid, or \$400.80 clear on the Chicamauga deal in ten days. Straggling orders followed for a month or so. The same plan was worked at month or so. The same plan was worked at Fernandma, Huntsville and Alger, and the result was a clear-up of about \$1,500 m two months.—Mail-Orders, New York

Some think that because a line is set in large type that it is strong and convincing. All strong men are not six-footers, and some of the most effective ads 1 have seen were plain little fellows in the want columns of our daily papers .- Western Druggist.

"Come Right Away"

That's the way people talk when they want an express wagon-They want it right away-Tell me when to come and I'll be there on time. I have a dray and can haul real heavy loads, too.

E. Osborn

Old Phone 71

New Phone 33

FROM KENTON, OHIO.

BURPEE, SEEDSMAN.

The initial number of Mail-Orders (New York) contains an interesting sketch of the advertising methods of for only the following extracts:

"Mr. Burpee, do you ever take in more than twenty-five cents from a

mail-order customer?"

"Sometimes," he laughed. "One order received this morning calls for \$149.50 worth of seeds; other orders

range from \$6.25 to \$50."

Said a rival of Burpee's to me: " I believe that Burpee's sales have been accomplished by the use of good mail-order advertising mediums-publications which have scared us out by their apparently high rates. Burpee has hauled in plums by the wagon load from the seed he has plant-

ed around printing offices."

was adapted only to the cultivators of eight, the Puritan. Pingree's potato patches. I have tried other adwriters," he continued. "They all are good writers and get up good their own wages or not."

as good as they can be made. N. W. that our best trade comes from old Ayer & Sons place them. They are customers and through their recomset very solid. Adwriters say they are mendations. Again, our old customers not read on that account. Mr. Burpee aid us by handing a yellow price list, says they are, for they are placed in inclosed in the Annual, advertising our readiness where the information con- twenty-five cent packages, to the neartained in them is considered news, est friend. All new inquiries get the "All people read news," says Mr. Bur- yellow list; customers of 1898 get a in the Christian Herald, Success, a blue one. By this method we keep Christian Endeavor World, Rural New track of our customers."

Yorker, Farm Journal, Mayflower, Success with Flowers, Century, Puritan, Munsey's, Cosmopolitan and McClure's. Various weeklies, including Farm and Fireside, Farm and Home, Home and Burpee, the Philadelphia seed adver- Farm and Practical Farmer, alternate tiser. PRINTERS' INK can find room electros ranging from one-inch single column to double columns. The ads in the agricultural weeklies are principally devoted to stories of how "Burpee's Farm Seeds Grow," mentioning the cash prizes given to successful growers, with occasional ads about sweet peas, pansies and assorted collections. Attention is called to the

free catalogue in all ads.

"We do not key our ads," says Mr. Burpee. "I do not think it policy to —pub- puzzle people with 'L. B.'s,' 'Dept. out by K.'s,' and fictitious street numbers. Well, We find it a confidence winner to let people know that a letter containing money, addressed simply 'Burpee, Philadelphia,' will come to us in safety The advertising methods of W. At- from any part of the world. We have lee Burpee are good. The books pub- found, however, in our many years' lished by him have as many colors as experience that 23 per cent of our cor-Joseph's coat. His newspaper ads are respondents mention the medium. full of cuts and good talk. Mr. Burpee Our books show that from our Januis a natural advertiser, as much so as any advertising two thousand and fourthe Ripans people or Cyrus H. K. teen people have mentioned the Farm Curtis. He writes all his own ads and fournal; fifteen hundred and four, the booklets. At one time he called in J. Ladies' Home fournal; twelve hun-E. Powers to write a four-page reader dred and eighty-four, Farm and Home; for the Century Magazine. Powers six hundred and seven, the Christian charged him \$100 per day and his ex- Herald; five hundred and thirty, penses. Mr. Burpee paid him \$360 for Farm and , ireside; four hundred and three days' work without a murmur, eighty-four, Munsey's; three hundred and then threw the article in the waste and seventy eight, McClure's: three basket. "Good story," he said, "but hundred and sixteen, Home and Farm; Powers apparently forgot the character two hundred and eleven, the Cosmoof the Century's readers, for the story politan, and one hundred and twenty-

"We are not spending so much money this year in newspaper advertising as in the past," continued Mr. stories, but I find that for our business Burpee. "We have allowed the difthey are only useful in rounding up ference to our Farm Annual. We also the sentences and saving some space. offer a series of liberal cash prizes for I haven't figured whether they save competition at every State and county fair. The Annual goes to all our old Burpee's newspaper ads are about customers, and experience has shown Whole or half pages are taken white order blank, and those of 1897



HAS MORE READERS
IN GREATER NEW YORK
THAN
ANY OTHER NEWSPAPER
AND A
LARGER NUMBER
OF FIRST-CLASS READERS
THAN ALL THE OTHER
NEWSPAPERS PUBLISHED
IN
NEW YORK COMBINED.

GETTING AGENTS THROUGH bian, Good Literature, New Ideas LARGE ADS.

By Frank M. Tenny.

ive an announcement and is bringing pay you?" about as good results as any novelty house ad now appearing. This con-cern does no mail-order business, ad-high grade to reach them. We do no vertising to agents only. It is a de-mail order business. If we did, we partment of the great novelty manufacturing concern of Sidney, Shephard ums to reach the consumer." & Co., whose factory is at Buffalo, with "What has your advertising policy stores in New York, Buffalo, Chicago, accomplished?" St. Louis, Denver and Seattle,

"What mediums are you using?" Manager C. S. Wells was asked.

Word and Works, and others."

"You have not mentioned any of the big magazines such as Munsey's, The "32 Outfit Free" advertise- McClure's, Harper's, Scribner's, The ment of the Household Novelty Century and Review of Reviews, Mr. Works of Chicago is about as attract- Wells. Don't you think they would

> "We advertise to agents only and would certainly use that class of medi-

"By this means we are constantly getting our goods introduced in stores, where they were never known before. "Baptist Union, Youth's Companion, Our goods are sold first by canvassers-



Frank Leslie's Weekly, Metropolitan agents whom we have secured through and Rural Home, Collier's Weekly, Workwoman's Home Journal, De-li eator, Young People's Weekly, Home Visitor, Green's Fruit Grower, Modern Fabrics, Christian Endeavor World, Floral Magazine, Ladies' World, Boyce's Lists and Lane's Lists. These are some of the publications less duplication, but you can always in which small ads are used. Larger reach some man through one paper announcements appear in Ram's Horn, that you can not through another." Epworth Herald, Woman's Home Companion, Comfort, The Gentlewoman, Chicago Household Guest, public generally, form their impressions of a business house from its advertisements.— Jag-People's Home Journal, The Colum- erhuber, in Textile America.

our ads-then after there has been a demand created for them in a locality, the storekeepers become our regular customers."

"Don't you think your ads are du-Hours at Home, Household, Housewife, plicated to a great extent in the list of mediums you have named me?"

"Of course there is always more or

THE great mass of retail buyers, in fact the

New Buildings Now Going Up or Under Contract to Be Erected This Year in Des Moines.

Two Large Union Passenger Stations.

New Court House, to cost \$400,000.

State Historical Building, to cost \$200,000.

City Library, to cost \$150,000.

Auditorium, to seat 5,000 persons.

Home for the Aged, to cost \$30,000.

Frankel Block, to cost \$100,000.

Younker Block, to cost \$100,000.

Youngerman Block, to cost \$100,000.

Lichty-Sherman Block, to cost \$100,000.

Duplex Typewriter Factory.

Chamberlain Medicine Co. Laboratory.

Scores of Ordinary Business Blocks.

Hundreds of Residences.

Des Moines will put five million dollars into new buildings this year to make room for its rapidly growing business. It will unquestionably add 10,000 to its 75,000 population. Des Moines is the most solid and prosperous city in the Northwest.

N. B.—Des Moines has the most enterprising and up-to-date daily newspaper in the northwest-ern interior.

THE DES MOINES

-Daily News-

guarantees and proves over 25,000 circulation and sells its display space at the low uniform rate of 4 cents per agate line, 56 cents per inch. Classified advertisements, one cent a word each insertion. Largest returns for the money of any newspaper in America.

THE GILLIES COFFEE AD-VERTISING.

By J. W. Schwartz.

When Mr. James W. Gillies, the senior member of the Gillies Coffee Company, 233 to 239 Washington street, New York, began advertising, it was contrary to the wishes of his most trusted employees. After he had taken

Grand Special Sale of

Tea and Coffee.

Three days only. Friday, Saturday, Monday.

Cash Coffee.

Regular price 16c. A splendid drinking Coffee. Here is an article on which you save money

Mountain Maracaibo.

Regular price 25c. An old, reliable Coffee. Rich, full flavor. A great favorite.....

Family Mixed Tea.

Regular price 30c. A blend of good Tea we have been selling for years; always pleases...

We invite all our old friends to make us a visit, and we would be pleased to make some new friends also. These who cannot come may send their orders by mail.

Write for Complete Price List. We will deliver 10 lbs. Coffee or 5-lbs. Tea, or 1 lb. Tea and 10 lbs. Coffee, or 5 lbs. Coffee and 5 lbs. Tea free of express within 25 miles of Manhattan Borough.

fillies COFFEE COMPANY.

233, 235, 237 & 239 Washington St., N. Y. Bet. Park Pl. & Barciay St. Estab. 1840.

the first step they continued to poohpooh it. Queried he: "Don't you think we are getting good results from our advertisement?" They rejoined that they did not. "If trade has seemed better after your advertisement, that is merely accidental." "Well, gentle- buyers?" was his reply, "let us make a test. Select the time of month when discussed this matter lately with Mr. trade is usually worst, and I'll see if Shaughnessy, of Gillam & Shaugh-

advertising will not make it appreciably better."

The beginning of the next month was selected, when for various reasons poor trade was anticipated. The test was made, and the result was so satisfactory that, as the manager of the company, who told the story to me, says: "We were all converted, and the ads of the Gillies Coffee Company have become a fixed institution.'

"How long ago was this and how

old was the company?"

"The business has been established since 1840, and is about the oldest in the line now. Advertising was first done about four years ago. We began advertising by calling attention to In these we advertised special sales. some special article, making a slight reduction of it. The success of this was so pronounced that special sales are, and will remain, a feature."

"Before that, did not wholesale

GILLIES TEA AND COFFEE SALE

Mail and Telephone Orders for Special Brands Make the Firm Hustle.

cial Brands Make the Firm Hustle. The letter carrier had big heaps of mail orders for the Gillies Coffee Co. yesterday, and the Gillies coffee Co. yesterday, and the Gillies chaptone held was ringing actually from long before 8 o'clock in the morning.

It has been the custom of this company to have a 1th had been the custom of this company to have a construction of the company published in yesterday's Frees a list of the team and coffees to be self, and announced a readinges to fill offees to be self, and announced a readinges to fill the usual crowd in the store and vasily greater musters who send orders in by mail, so that, despite any difficulties of fravel, this sale will above a very releptone orders must naturally be limited to the number of messages that can be taken considered the company of the c

coffee dealers like you conduct retail sales?"

"Oh, yes, nearly all of them did, and These were mainly many still do. known as 'broken package' sales, the amount which a customer was permitted to buy not being less than five pounds. This is our present limit, too. We sell no less than five pounds and deliver no less than ten. We give customers the benefit of a cut on some leader three days of the week right along, but for special sales offer an array of temptations. Yes, on Friday, Saturday and Monday we give every purchaser a reduction of two cents a pound on some one grade."

"Is that sufficient to tempt many

"We have found it to be.

-and he agrees. A cut on staple goods, however small, is a winning card."

"Did you advertise regularly from

the start?"

" No, it is only lately that we have systemized. Before that we advertised spasmodically-in one week and found an opportunity to tell our customout two. Now we are in some of the ers that the new electric surface cars papers every day."

"In what mediums?"

"We used to employ both the invitation to them to call on us." morning and evening dailies, but now we incline to the latter. We run about a 30-line display ad in the Evening Sun, the Evening World, the Evening Journal, the Telegram, the News, the Morgen Journal, the Herold (German), the Volksblatt and the Brooklyn Eagle."

"Not the Post, the Mail and Express and the Staats-Zeitung?"

"We have never tried them-yet. You see our trade is mostly among middle-class Germans, and we have not thought these mediums would be an aid among them."

"You prefer evening papers?"

"We do. Our experience is that they serve us better, though why I can not tell. In the winter months our sales are heaviest in the afternoon. In summer, in the morning."

" Are your special sale ads the same

as the regular?"

"No, they vary considerably. run special sales about once a month. Their ads are longer and more specific. We find that while the general ads keep our trade steady, the special ones bring a great rush, and really they seem to act mutually in a favorable Then, too, we occasionally send out circulars, booklets and price lists to our regular patrons, and try earnestly and most successfully to keep their number intact. Through the Through the medium of advertising we have built up a fine mail-order business, and our advertisements keep such customers well informed."

" Do you use other mediums besides

the dailies?"

"Oh, no. This mail-order business is local—within the range of the daily papers of Greater New York. have thus far confined all our efforts to these.'

"You use reading notices besides

display?"

nessy-by the bye, they are our agents our advertisements religiously-never using the same advertisement twice. We try to confine our reading matter to the merits of our coffee. casionally a news item may be appropos, and then of course it is good policy to employ it. Thus recently we would add to their convenience in coming to our store, and extended an

INDIGNANT.

Everybody honors Admiral George Dewey, and everybody will regret to know that he has and everybody will regret to know that he has a brother who possesses a disgusting quantity of gall. Charles Dewey is the name of this individual. He has brought himself into notoriety by circulating throughout Vermont a card bearing the following inscription in glaring type: "Charles Dewey, president of the National Life of Montpelier, and George Dewey, admiral and victor at Manila, are brothers. Admirable victors."

mirable policies and admirable victory."
Could anything be worse?
Think of the fellow's assurance in putting himself and his insurance policies before his brother and the victory at Manila! Admiral Dewey's name has been subjected to many misuses, but none of them is comparable to the liberty which his own brother has taken .-

Atlanta (Ga.) Journal.

IN GERMANY.

The German government has undertaken an experiment in a bill compelling the large stores to contribute a larger proportion than the small ones to Germany's revenue. It divides the to contribute a larger proportion man the small ones to Germany's revenue. It divides the branches into five groups, food and drugs, clothing, furniture, glass and jewelry. Establishments trading in two or more of these groups and employing more than twenty-five persons come under the new law. Those encountries in two groups and pays to per cent of their persons come under the new law. I nose engaged in two groups pay 10 per cent of their profits in taxation, three, 15 per cent; four, 20 per cent; five, 25 per cent. Co-operative stores will not be taxed. The bill is certain to meet persistent opposition in the Reichstag and in commercial circles, where it is regarded as arbitrary and senseless .- St. Louis Stoves and Hardware Reporter.

GLEANING IDEAS.

Ideas may be gleaned from most unexpected sources if a man is on the watch for them. Probably the man who will miss more ideas than any other is the one who relies entirely upon his own brain as the source of supply. Successful men have learned-and that has helped them to succeed-that ideas of the most valuable them to succeed—that ideas of the most valuable character can be picked up in the rough, from people whom one would never suspect of having such a thing about them. Your clerks, if you could draw them out, would be able to suggest many things which would prove of real value. Endeavor to stand in such relation to them, then, that they will feel free to approach you and propose ideas which occur to them.-Crockery and Glass Journal.

In the dull season, when only comparatively few people are buying anything, the advertis-ing effort shoul 'be increased as the number of "Yes; we like 15 to 20-line readers, and find them as effective as display. So worth of goods among a thousand people We value position too, and often secure it. And another fact, we change on, work them hard.—Bates.

STRENGTH.

By F. M. Adams.

maxim applies forcibly to an advertisement. An advertiser may be persistent, he may keep himself constantly before the public, he may occupy space in every medium, he may be able to present the values of his wares in manners new and attractive, but unless his advertisements represent a strength of their own-a strength that is not in any sense imitative-the full worth of what he expends does not come back.

Full-page advertisements are sure to catch the eye, whether it be magazine or newspaper, and the advertiser has a certain power of influence by his very liberality of space; but the liberality of space alone can not bring the returns which such efforts require.

Massing of matter in a large space is indeed more apt to be weakness than strength. This is a hustling age, and there is no remark more common than "life is too short." And it is, indeed, too short for most of us to spend in reading great masses of small print in a big advertisement. We like the spice of variety too well to read an extensive production of one advertiser; we prefer to read a whole page of fine print divided among a score to a page of such print monopolized by one.

Blank space, properly disposed of, is, many times, more eloquent in the purpose for which it is used than could a like filled space be made. A few bright lights set in blank darkness are far more conspicuous than the same lights surrounded by many others of the same kind, although those others

may be of lesser brilliancy.

One of the most liberal users of blank space are the advertisers of Pears' Soap. Their blank space is always used, and not misused; there is less type and more effect. And in the use of that space is the strength which brings them returns for the money spent. Witness, for instance, that splendid bit of work on the back cover of the Ladies' Home Journal of last December. On a space that cost the advertisers a good round sum is a p'ece of work almost unequaled, certainly unsurpassed, for the strength of its simplicity and the power of its blank space. Not to exceed forty-five words have been so set that the most hurried reader stops to catch them all, and not only to catch them but to heed them.

Had that space been massed with small type dilating on the article advertised, hardly a dozen persons would have The battle is to the strong, and the read it, where now thousands have read and digested the whole thing.

Another example of wonderful strength is the back cover of the Ladies' Home Journal for March, 1899. It is hard to conceive how the advertisers of R. & G. corsets could have spent their money to better advantage than they did there. The strength of that advertisement does not lie particularly in its blank space nor particularly in its reading matter, but in the striking combination of the two, and the blending of the things which appeal to the eye with the things which appeal to the reason. The attractive power of it is such that a man, who can have no use whatever for the goods advertised, stops to read it.

Strength does not require full-page work, nor blankness. The advertiser with little means, and consequent necessity of purchasing little space, can put the strength to draw admiration and returns into his few inches if he will. And the advertiser with large means who habitually uses small space studies

for strength to his work.

The strength of a full-page is commensurate with its cost and the power of its matter, indisputably yielding more returns than small space, yet the latter always kept full of s'rength gives a many fold greater proportionate return than the former badly handled and lacking strength. The advertiser must put his own strength and character into his announcements or his efforts fall flat. He alone has the power to keep himself out of the weaklings.

AN INCONGRUOUS CONDITION.

Out of an average daily receipt through the mails of eight hundred dollars, the mail order department of a large house receives five hundred and fifty dollars in postage stamps-loose nd in all denominations-and the balance divided among post-office and express money orders, currency and coin. Consequently only about two hundred and fifty out of eight hundred dollars can be deposited in bank, while the postage stamps, amounting to five hundred and fifty dollars, have to be placed in the safe, whence some are taken occasionally to defray the postage for the firm's correspondence, the the postage for the nrm's correspondence, the mailing of catalogues, circulars, etc., amounting to less than twenty-five dollars a day. Accordingly, more than five hundred dollars are kept out of circulation each business day. The postal authorities will not turn postage into cash, so the broker in postage has to be called in. His offer to take all the postage at of cents on the dollar bas to he called in the dollar bas to he call on the dollar has to be accepted, or else de-prive the business of the use of nearly three thousand dollars cash each week. This four cents on the dollar means to the firm a loss of \$6,000 a year, or \$120 a week.—Mail-Orders.

The --Nashville--Banner

TENNESSEE'S LEADING DAILY

23 Years Old Last Monday.

Tennessee is one of the most prosperous States in the Union.

Nashville is in the center of the State, and is its Capital.

The 1899 City Directory estimates the population to be 135,000.

THE BANNER is the only afternoon paper published in Nashville.

THE BANNER is Nashville's most popular newspaper.

THE BANNER is the only Nashville paper that swears to its circulation.

THE BANNER'S net sworn circulation exceeds 15,000 daily.

THE BANNER publishes more advertising than any other Tennessee newspap r.

THE BANNER occupies the handsomest exclusive newspaper building.

THE BANNER owns and operates the most complete newspaper plant.

THE BANNER'S influence is the greatest.

THE BANNER is a high-class newspaper and sells for 5 cents.

THE BANNER is the only Nashville paper covering the whole field.

THE BANNER guarantees double the circulation of any other Nashville daily.

THE BANNER is the favorite with both local and foreign advertisers. THE BANNER's advertising rates are reasonable.

NASHVILLE BANNER.

NASHVILLE, TENN.

E. M. FOSTER, BUSINESS MANAGER.

NEW YORK OFFICE, - 150 NASSAU STREET, S. S. VREELAND, REPRESENTATIVE.

REFRIGERATOR EPIGRAMS.

The Monroe Refrigerator Company, of Lockland, O., which manufactures porcelain-lined refrigerators, has just issued a catalogue that contains some convincing adwriting. In introducing the book the company says:

The purpose of this book is to tell you the best that we know about refrigerators. The best service it can give you is to make you a better judge of your own needs; to lead you to think for yourself. Our interests are on the side of good judgment,

The temptation to quote the entire introductory portion of the pamphlet is strong. Here is a little chapter on "cost" which has the true ring to it:

We have made these refrigerators cost only as much as they must in order to cost you as as much as they must in order to tous you as a little as they can. We have put into them every dollar that could be made to save you more dollars—and that is all. We have cut off every dollar that goes into dealers' and wholesalers' profits on other kinds. We give you the best discount that we could give to dealers.

The cost of these refrigerators is not largely in the linings. It results not at all from the fact that we own the patents. It is not spent for It goes into the making.

The price you pay for arefrigerator is, per-haps, paid but once in a lifetime. The ice it The ice it consumes is the greater cost, fifty times over. You can not skimp on the first cost without wasting many times as much in the ice cost. Be sure of that.

We could take nearly half the cost out of We could take nearly half the cost out or these refrigerators and you wouldn't know the difference till you used one. The ease of cutting cost in this way makes it common. The loss is yours in the long run—not the maker's. If any one could give you the same worth at a lower cost, we certainly could, and we would

a lower cost, we certainly could, and we would do it. It would multiply our sales. But it can not be done. We are making honest refriger-ators just as cheap as we can. We are selling them at the smallest possible profit.

There is room for one refrigerator that is really economical—one that saves for a lifetime rather than only for the day on which it is bought. We make it because we will not put porcelain linings into a refrigerator that we are ashamed of.

Talking under "construction," the company says:

It is twice better than it need be to sell, but not a whit better than it need be to use. A refrigerator of this kind lasts a lifetime. The food of a lifetime goes into it. Health largely depends on it; ice bills entirely depend on it. On a question like this, the wisest economy consists in getting the best, at the least the best can be sold for.

On the whole the booklet is well worth reading by those who are aiming to cultivate a clear and epigrammatic style of advertisement writing. It leaves an impression that every good booklet should leave-that is, that unless you buy the Monroe Refrigerators, you are not buying the refrigerator that is best; and that a few dollars more in price should not be allowed to weigh against hundreds of dollars more in value.

OLD ADVERTISING METHODS.

In ancient times, when a citizen of Greece was robbed, he affixed to the statues of the infernal deities inscriptions in which he told of his loss and invoked the curses of the gods upon the offender. Under the circumstances the plan was about as good as could be de-vised, since the statues of the gods, good and bad, were plentiful enough to supply the place oad, were premiar chough to say, notably in London, the "touts" held high reel. They were usually apprentices, and when not fighting with each other or trouncing some unfortunate wayfarer they stood in the stalls of their masters' stores and howled to the passers-by to stop and purchase of their incomparable goods. But these crude methods have disappeared .-Philadelphia Record.

EVERYBODY reads newspapers nowadays; almost every family takes one or more papers, and they are read by man, woman and child.— Binghamton (N. Y.) Chronicle.



ART OF BILLPOSTING.

A one-horse wagon carrying two men in white overalls stopped before men dumped several bundles of paper on the sidewalk and followed them over the board.

ed toward it. The next one showed

tering down the street.

Few who look on this incident every town" in advance of his company.

posters were in their wagon and clat-

the most expensive details of his busilithographer engraves them on stone, and then they are printed. If the the interesting details of distribution. lithograph is in colors-a great many graved for the printing of each color, costs the manager about \$300.

Theatrical men have technical terms for their posters. All posters are printed in sheets 30x40 inches or 28x42 inches. A "streamer," when it is used, a billboard on Grand avenue. The is the top sheet, which may consist of only one sheet or may extend over the entire length of the billboard. It with a bucket of paste. Each carried is generally covered with the name of a paste brush on the end of a long the play or of the star actor. A "date" pole. While one of them smeared the is a poster containing the name of the board with paste the other unrolled a opera house at which the play is to be bundle of paper and dexterously lifted given and the date of the engagesheet after sheet on the end of his ment. Dates are printed in sizes from brush. Without stopping to look at one to four sheets, to occupy various the papers which were wrong side out positions on the billboards. A picthe man, whistling the while, smeared torial is a lithograph picture. A "block" one after another and rubbed it out is a poster containing simply information by means of letters without pict-The first sheet was the picture of a ures. A "snipe" is a small lithograph silk hat and just the tip of a toe point- used without date several weeks in advance of the show. It generally reads: the smiling face of a soubrette and "Wait for me—I'm coming," or gives something to give impetus to the toe. some such warning. "Heralds" are Another sheet placed just beneath much in use by purveyors of farce gave the whole something to stand on comedy and circuses. They are pict--and behold a picture to attract the ured folders on colored paper, and are attention of every passer-by and to re- thrown on front porches or twisted mind that the latest farce comedy was about door knobs. "Window stands" coming to town. A few more sheets are small lithographs used to place in and two Irish faces glistened on the windows. A "stand" of paper is any boards - another and a Dutchman full picture on the billboard. In desiggrinned sleepily at every one. The nating the size a theatrical man will board was covered and while the little speak of "three-sheet," "four-sheet" group of onlookers was still gazing at and so on, meaning that the full pictthe now revealed pictures the bill- ure is made up of three or four sheets.

Before starting out with his com-pany, the manager knows exactly where he will play at a certain date week are acquainted with the labor of and at which house, so that all his the man whose duty it is to "bill the dates are printed before the season opens. He also knows the size of During the summer, when theatrical every town and how much space will folk are supposed to rest, the manager be allowed him on the billboards, and of a company is at his busiest. If he is orders shipments of paper according to take out a new play the coming sea- to his knowledge. He also looks over son he is making up his route over the the list of other attractions that will be country, corresponding to his "book- at a given town at the same time his ings" or engagements, selecting his company will be there, and if he discast and arranging the details of his covers a strong competitor, an extra printing. "Billing" a play, or adver- supply of posters is sent there to tising it by means of posters, is one of strengthen his advertising. The posters are shipped sometimes a month ahead ness. The manager provides the crude of a company; sometimes only two ness. The manager provides the cutour of the company of the compan weeks ahead of the play. Then begin

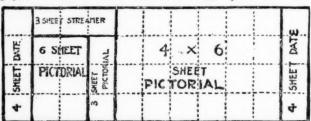
In a dingy cellar full of the smell of are in four-a separate stone is en- paste, every month tons upon tons of paper arrive and depart. In most thus quadrupling the expense. To bill cities billposting is done by one coma town of the size of Kansas City pany for all the theaters and as a consequence all the posters are concenone corner a large vat with a patent or poster in a rile by itself, so arranged steam apparatus in which 1,000 pounds that when the billposter puts it up, he of flour are turned into paste every will begin at the outside sheet and week. Box shelves are arranged along the walls with space allotted to each theater. Long tables occupy each end of the room, and upon these the paper is arranged ready for the posters.

On Monday morning of every week the man in advance of the next week's company and his assistants descend into the basement. The man's paper has been there for a month. The etiquette man," who places the window lithoof the profession, however, did not allow him to post it until the week before his company arrived. His "snipes" were already posted and some of his "heralds" were upon the streets.

In a pile in one corner are bundles of each board.

trated in one place. This cellar has in ment is folded and all of each picture place them one under the other, making the picture without having to lose time in examining the sheets.

Every city visited by theatrical attractions is provided with billboards. In Kansas City they are owned by one billposting company. The five theaters are alloted each its proportion of space. Every theater has its "window graphs for all companies that play at his theater. The advance man then, after he has folded his paper and arranged it, takes the list of billboards allotted to him and determines the size He finds, perhaps, upon bundles of paper which are that he has four "4x11 stands"-four quickly unwrapped. They are just as sheets by eleven sheets. He studies they came from the printer, all one how to make those boards most atkind in a bundle. The first thing to tractive, and finally decides to begin be done is to fold them. Posters are with a four-sheet date, which reaches doubled twice from end to end, unless from the top to the bottom of the they be single sheet window litho-graphs, which are left flat. While on the table, he places a three-sheet



hands are busy posting single sheet streamer inside and half unfolding dates on the lower ends of the litho- that continues with a six-sheet pictorigraphs, the advance man is checking al, and a three-sheet pictorial. He has up his bills for them. Every bundle a large 4x6 pictorial, so he places that is marked with the number of sheets in next, and having a space remaining it, and as some of them cost six cents a one sheet wide and four sheets high, sheet, the mistake of one or two in the he balances his poster by placing ancount of a bundle is a matter of some other four-sheet date at the end. importance before the season is over. Then he has filled the whole space When he has counted and folded them four sheets high and eleven sheets wide, -a three hours' job-he selects the and when it is posted on the board it parts of a three-sheet poster and places looks as if it had all been printed in them on one of the tables. Beginning one sheet. Arranging posters to fill a with the top sheet, which he numbers large board requires skill which comes "I," he folds numbers 2 and 3 inside it, from experience and an artistic taste. each one marked with the crayon on The great variety of schemes that may the back to avoid mistakes. When be worked out on a large board enthe "3-sheet pictorials" are all to- ables a man with even a small assortgether, he takes the six sheets of a ment of paper to produce an attractive "6-sheet streamer" and folds them advertisement. likewise; thus on until the whole ship-

When the advance man has ar-

ranged his stands, doubled them over and marked them on the outside, he piles them into the box-shelves allotted to his theater, and gives a list of them to the manager of the billposting com-There his work ends, unless when they are all posted he wishes to check them on the boards to see that none has been forgotten. Billposters sometimes do forget-on purpose. Posters for standard plays are in great demand by stock companies, who can not afford to have new posters engraved every week for every change of play. Billposters who were shrewd stole many a one in days gone by and hoarded them. If their selections were advisedly made they found a ready market for them at a fair price.

When the manager has finished his work the head billposter begins. He knows the place and size of every board allotted to each theater, and taking the bundles arranged and marked he separates them into piles for various routes. On Saturday of the second week preceding an engagement the "snipes" and heralds are sent out. Beginning the next Tuesday a wagon loaded with posters starts for the outskirts and suburbs of the city. The billposters then begin covering up the old stands with the new paper, working from the outskirts toward the heart of the city.

"Block" stands are used in the suburbs, especially where there are suburban trains, because persons passing swiftly in the cars can read the large letters, but can not grasp the meaning of a picture. By Wednesday the billposters have worked in nearly to the heart of the city, and on Thursday the last paper of the preceding show has been covered, and everywhere one sees heralded the coming attraction.

Most billboards are made five sheets high, because circus people believe in the five-sheet posters and always use them. Theatrical people seldom use more than four sheets. There is everything in the way a show is billed. Farce comedy companies require a great deal of originality in their posters and the manner of their arrangement. They need startling pictures and glaring headlines. With great stars it is very different. They use the simplest announcement possible.—Kansas City Star.

HOW THEY DO IT.

"Ladies Wanted—To do light and agreeable work at home. No canvassing. Steady work, good pay. Address or apply to —."
Recently a lady, who will be known in this story as Mrs. Smith, saw one of these advertise-

Recently a lady, who will be known in this story as Mrs. Smith, saw one of these advertisements and wrote to the concern, which is located in Boston, and received a reply stating that if she would send \$\frac{x}{2}\$ she would receive in return a contract and instructions. She sent the money and received the following contract:

turn a contract and instructions. She sent the money and received the following contract:

"This is to certify that we have received \$z\$ for instruction in the art of needlework from Mrs. —, and that we agree to pay 50 cents for each perfect pattern she makes after instruction, said pattern to be as good as any we have displayed on the walls of our office.

"Embroidery Art Co."

There came with the contract a piece of velvet outlined in chalk, with instructions to embroider it and return it for inspection. The work was easy, and Mrs. Smith had no trouble in doing it. She then mailed it to the company, and soon received word that her work was perfectly satisfactory, and that if she would send \$3 the company would forward her a dozen pieces of velvet, for which they would give her 50 cents each to embroider, and return her the \$3, as soon as the work was returned. Mrs. Smith was again easy, and sent the \$3, making \$5, so far invested, and in return received the dozen samples, all outlined with chalk. Mrs. Smith soon had the work finished, and sent it to the company by express, and awaited her pay and more velvet. She received in place of the \$6, written on a postal card:

"DEAR MADAM—Work not up to the standard. Not only that, but you have spoiled the velvet, so that it is useless. Practice by yourself for a while, and in time you may be able to work for us, but at present your work is far from being what we require.

far from being what we require.
"Embroidery Art Co."

Mrs. Smith was as mad as a March hare, but after studying her certificate concluded that she had no redress. She is keeping that pretty little contract, however, as a reminder for the future.—Hagerstown (Md.) Globe.

HEAVY GUNS IN ADVERTISING.

Fifty years ago the heaviest cannon used in the Government service weighed only five tons and discharged a 68-pound projectile with a velocity of 1,500 feet per second. It was a big gun in those days, but it wouldn't do now. A modern warship would not tremble under the shock if its armor-plated side should be hit by a 68-pound ball. When an 1,500-pound missile from a shore battery gun of 110 tons weight whacks a battleship in the ribs, however, the effect is emphatic. Much the same result follows in these days from the light firing methods of advertising which were in vogue generally until recent years. It is not that the public mind has become obtuse that a different system has had to be adopted; but so many mighty events happen daily that the merchant who does not keep up a regular broadside of advertising can not hope to attract attention by mere sporadic and scattering fusillades. — Philadelphia (Pa.) Record.

THERE is an old saying that "every tub should stand on its own bottom," and the public insists on the moral of this holding true in publicity. If you have anything to sell, tell its merits with as little reference to others goods as possible. Never decry a rival. Human nature is as contrary a thing as can be concived. If a man is too much praised we begin to dislike him, and if another is too violently condemned we begin to think he is not as black as he is painted,—Inland Printer.

STREET & SMITH, the New York publishers, offer prizes aggregating \$70 for best window displays of their publications.

SUGGESTIONS TO WRITERS.

In the March Cosmopolitan Mr. John Brisben Walker, the editor, gives "some suggestions to young writers," which are equally applicable to "young adwriters," and are reproduced here for that reason:

Two chief defects seem to present themselves in your manuscript—first, its uninteresting charmyoti manuscript.—iist, its diametersing con-acter; second, a rambling, disconnected style. Both arise, in a great measure, from the same cause. You failed, in beginning your manu-script, to think out clearly just what you desired to do. On the contrary, you evidently took up your pen and proceeded to put on paper such things as might chance to come into your

such using as might chance to come into your mind while in the process of writing. It clear thinking. If you do not know what you want to say, the chances are strongly against your saying it. Consequently before beginning your description, you should have taken a sheet of paper and jotted down in regular order what seemed to you the important points of interest

at your disposal.

The chief labor in writing is thinking. must be done before you put the result on pa-per. If you find, after thinking it over, that your information is insufficient, visit a library make a thorough study of the matter of which you are about to treat, and then, with the fullest information in your possession, set about a careful analysis of all the points connected with it, using large brackets against the main heading, dividing it into such general headings as the subject seems capable of, subdividing these headings into minor ones, and these minor ones into still further ramifications of the subject. You will then have before you a bird's-eye view of your theme. You may now proceed to select what seem to you the chief points of interest, rejecting those which are unimportant or trivial

Your next thought will naturally be how to build up this information in a manner best cal-culated to attract and hold the attention of the You will accordingly make a new reader.

group, marked 1, 2, 3, etc., in the order in which you purpose to treat them. Then pro-ceed to write your composition. You will find the labor a comparatively easy one, because the work of preparation will have been done thoroughly

When the last sentence of your composition has been written, go back over the work and make a study of the faults of rhetoric, looking carefully to see if you have duplicated your ideas. Cut out unsparingly unnecessary words and phrases. Study how to express yourself with greater force, with more grace and elegance. Above all things, seek clearness.

Successful writing means work. Thus men like Balzac and De Maupassant have been hard workers, revising their manuscripts endlessly. Great geniuses do not have the power to throw off masterpieces. They are men who labor patiently, sometimes developing one thought through weary months. Upon one occasion Daniel Webster, after an apparently ex-temporaneous speech in the United States Senate, was congratulated upon the genius that enabled him to use an expression which seemed to his audience to be particularly felicitous. "Extemporaneous?" he replied. "Why, that "Extemporaneous?" he replied. "Why, that was the work of my three weeks' fishing trip last summer," thus illustrating the saying that genius is an infinite capacity for taking pains.

AT THE START.

Advertising must be in sufficient amount at the start to make a forcible impression. a new thing generally has to be ding-donged into the ears of the public for a while before it is accepted as a purchasable article. You do is accepted as a purchasing article. You do
not often ask a person home to dine with you
the first time you see or hear of him. You must
meet him a few times first. People want to
have a sort of an acquaintance with a new article of merchandise by meeting it frequently in advertising columns before taking up with it .-Mercantile Journal.

A STRONG firm can be wrecked by weak or poor work on the part of its advertising man, just as a weak firm can be successfully bolstered up for some time by the aid of good advertising .- Textile America.

Your Store is Judged

by your leaders-not by your staples. The ordinary run of stock is sold by all dealers. There is no merit-no distinction in the things everybody sells.

But what is your leader?

What do you give the men who want the best cigar for their money, and who know what the best is?

If you give them a mediocre cigar you get the reputation of running a poor store-a good place to keep away from.

If you give them the Robert Burns you give them the best and most widely known cigar in the country-a cigar everybody likes-a cigar everybody knows about-a cigar that is a staple in the swellest hotels and clubs in America-a gentle-

If you want the custom of gentlemen, give them a gentleman's cigar.

STRAITON & STORM CO., NEW YORK.



PREOCCUPIED.

THE EFFECT OF CAR-CARD ADS ON A COUNTRY MAN.

I hed jes' kem frem the country, frem the wilds

of Jersey far,
An' I walked up frem the ferry an' got on an
"L" road car.

Wanted ter git off at Grand street, whar my nevvy wus ter werk
In a wholesale place o' sum kind es a kind o'

shippin' clerk.

Es I sot down in the middle ov thet car so big an' fine, I felt sum dazed, young Gould's swell coach cud not compare with mine;

An' when I hed recovered I wus starin' right across

At a card es read about " baked beans biled in termater sass.

I sees the sine beside it-'twas a picter of a



A-wringin' ov he: hands and tryin' "RIPANS" fer ter spell :

An' rite alongside thet one wus a sine es plainly sed:

"Git Clevelan's Bakin' Powder ef ye want ter hev good bread.'

Another gell with scanty clothes lay on a quarter-moon, An' then sum readin' told how Cascarets wus

quite a boon; An' a card thet wus just twict es long es enny

ov the rest Sed "Derby Desks wus everywhar declared to

be the best." Thar wus sines about Sapolio, 'n' weshin'

powders, too, Mint jujubes, gluvs an' chewin' gum, an' dikshuneries new;

collers, cuffs an' clothin' ads thar wus a mighty show, An' Quaker Otes, all sorts er grub an' thet ere

food, H.-O.

I got mighty interested while a-readin' ov these

Thet spoke o' brands of whisky an' the nicest

sort o' wines; An' umberels an' baby foods an' various kinds

Wus jus' the sort o' things thet got attention out o' me.

But putty soon I ast the gruff conductor if he'd mind An' not let me pass Grand street, so my nevvy

I cud find.

"Nex' station's Eighth street,
"Don't look so dreftle pale;
They ain't agoin' to lock ye up in Jefferson
Market Jail."

—John S Grey, in Fame.



THE COUNTRY NEWSPAPER.

The country newspaper is an important agency in the cultivation of public spirit, and however humble it may seem beside the metropolitan daily it has a place in popular educapointan daily it nas a piace in popular educa-tion. While the editor is not often above the rank of a practical printer, there are many per-sons in most of the suburban towns—clergy-men, lawyers, teachers and others—who have the leisure and ability to use the paper as a vehicle of influence over their fellow citizens. The country newspaper is usually local in its news, and the very people who might make it and suggestive are those who complain most loudly of its meager character. Short articles pertaining to local interests are always welcomed in its columns, and the men and women who most desire to make home life in women who most desire to make nome the in the country rich and influential can best do so by contributing freely to its columns of what they have in mind. In some places this has been done and the result in the quickened life of the community has been gratifying,—Boston Herald.

WEBSTER'S GROPING FOR WORDS.

Writing-in Scribner's for March-of Daniel Webster as an orator, Senator Hoar says: "He had a singular habit, which made it wearisome to listen to his ordinary speech, of groping after the most suitable word, and trying one synonym after another till he got that which suited him best. 'Why is it, Mr. Chairman, that there has gathered, congregated, come together here, this great number of inhabitants, dwellers; that these roads, avenues, routes of travel, highways, converge, meet, come together here? Is it not because we have here a sufficient, ample, safe, secure, convenient, commodious, port, harbor, haven?' Of course, when the speech came to be printed all the synonyms but the best one would be left

HOW THEY DO IT IN SAN FRANCISCO.

Edgar H. Dunn says he does not claim to be an expert adwriter. He does not need to. His work for the Sterling Furniture Company speaks for itself.-Ad Book.

WANAMAKER AND THE "EVENING POST.

New York, April 1, 1899.

A STATEMENT THAT MAY BE INTERESTING CONCERNING THE WANAMAKER ADVERTIS-ING AND THE "EVENING POST."

Many communications from personal and business friends are coming to us with the statement that the firm of Wanamaker is, in its advertising department, boycotting the Evening Post because of its attitude towards the baggage abuse at the Custom House.

The statement is untrue from every point of view. The following facts are the proof of the un-

truth:

First —We have never, as a firm or as indi-viduals, belonged to the Merchants' and Manufacturers' League; we have never contributed to its treasury, and our only relation to it has been to decline, consistently and continuously, all its appeals to us for sympathy and aid.

Second.—Our opinions are completely in har-mony with the position of the Evening Post upon the baggage matter, as is well known by the publisher of that paper, and we have evi-dence that its editorial department is equally well informed.

The suspension of our advertising relations with the Evening Post came about as follows: An attitude that we deemed inimical to the retail interests of New York City appeared in the Evening Post, which reached extreme ex-

oression in an article printed on the 8th of March. The following are its headlines: WOMEN'S CLOTHES ABROAD

TO BE HAD BETTER AND CHEAPER THERE THAN HERE. Gowns from Paris-Workmanship and Design -Prices of London Coats-Experiences at

Home—Dresses Soiled on the Pier.

It began, "A woman can not get as good wearing apparel in New York as she can in

London and Paris for the same price, with duty

This article abounded in statements that could be easily proven untrue. We therefore regarded it as an attack upon the entire retail business of New York, without doubt the most advanced city of the world in retail merchandis-ing. In the belief that the Evening Post would welcome information that would correct this error, a good natured discussion followed; the writer of the article and the publisher were readily convinced of the mistake. At this time there was no thought of withdrawing our advertising from the Evening Post.

We expected nothing but the correction of for by truthful statement. Disappointment error by truthful statement. followed, and it was proven that the article in question was written under editorial direction.

After this we simply omitted to send our advertising to the Evening Post, and have had no communications upon the subject since March 13th. The point to be considered is whether it is wise to expend money upon advertising in a paper that by editorial policy de-preciates its own advertising value.

The situation at this date, so far as we are concerned, remains unchanged, but the Even-ing Post printed on the 28th of March an edi-torial from which the following is taken. The sense of the portion printed is not affected by

sense of the portion printed is not affected by the omission of the latter part:

"We print two letters to-day relating to the absence from our columns of the usual announcements of certain dry goods firms. These correspondents and others wish to know the reason of the sudden withdrawal of this usual information for our shopping subscribers. The reason is that a considerable number of dry goods firms are displeased with our treatment of the baggage matter and some

cognate subjects. They claim the right to di-rect our mode of treating certain topics, as is the custom, we are informed, in Philadelphia. If they would not absolutely prohibit the baggage topic, they would have preferred that we should let it alone. But they especially object to the appearance in our columns of any mensome goods are cheaper in Europe than in America. Our difficulty about complying with their desire is that we have always presented our independence, both in the choice of our topics and in our manner of treating them, as our chief title to public confidence. Any de-parture from this policy under pecuniary in ducements from the outside, would constitute a fraud of a very gross kind on our readers, so that, however reasonable the demand may be, we can not comply with it.

The allusion to Philadelphia directs the animus of the editorial from which the quotation is made especially against our firm. gations by implication are, every one of them, in general and in particular without foundation

in fact so far as our firm is concerned. We were not displeased with the Post's treat-

ment of the baggage matter.

We did not claim the right to direct the Post's treatment of the baggage matter and other cognate subjects. The Post has a letter of ours proving this.

We never have tried to divert the policy of any Philadelphia newspaper (save the North American, now owned by members of our firm) upon any subject in which we have a business interest.

We never have objected to truthful comparisons of American and English prices

We never have questioned the independence of the Post, nor solicited it to become absurd. When requested to supply facts to the *Post* we have declined to assist in its editorial work. We have never asked the Post to compromise

its honesty. Our only contention has been that it should be honest,

We have been liberal customers and useful business friends of the *Evening Post*, have never asked nor desired favors at its hands. We are not members of any organization for the control of advertising rates nor for any other

But now, for business reasons, being compelled to suspend buying its advertising, we are not permitted to withdraw quietly. The sting of the editorial scorpion is to be found in the venom of allegation, implication, innuendo; subtle and pervasive, but carefully kept within the danger line of libelous expression.

Common decency would have protected us from the license of misrepresentation in the article in question, but prejudice in this case has blind-folded courtesy and dismissed truth as a supernumerary.

A critical examination of the Post's action

develops the humor of its position.

What sensible advertiser would for a moment desire to control its policy or influence its opin-ions to conform to his own if he differed? Such value as it may have to the advertiser rests upon its power to reach a certain class of readers. The retailer wants customers and it is no affair of his whether they are free traders or protec-tionists, expansionists or anti-expansionists. A protectionist in control of the Post would fatally impair its value for advertising.

We only wanted the Post to be truthful—but that was before it forgot itself and be-came malicious. John Wanamaker.

THE merchant who doesn't advertise is in a rowboat, pulling and steering and making no headway. The advertiser is in a steam launch, headway. The advertiser is in a steam launch, and has only to steer and keep his boat trimmed. -Brattleboro (Vt.) Reformer.

WHAT SOME PUBLISHERS ASSERT.

" I said in my haste all men are hars."- l'salm cxvi., 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own aper all he likes, for what is wanted is what can be said in its favor. What he does say, however, ought to be true-absolutely.

IOWA.

Des Moines (Iowa) News (1) .- The Daily News had a paid average circulation during the month of October of 22,633. Recently this paper published a map of its paid circulation as it stood in May, showing the distribution in all parts of the State, covering, as it claims, the State of Iowa more thoroughly than any other single medium covers any other State in the United States. The News offers the unique claim of having exactly one-half of the press facilities of all the dailies in the city of Des Moines, which it insists is a strong indication that its circulation is equal to the combined circulation of its local competitors. The News added over 3,000 yearly subscriptions to its list during the war, and hence believes that it has the country to holding its maximum war circu-

MAINE.

Bangor (Me.) Commercial (1).-Had a sworn average daily circulation during the sworn average daily circulation during the month of October of 5,526 copies, which fact is guaranteed by the Advertisers' Guarantee Company, of Chicago. With this circulation the Commercial covers Bangor and vicinity quite thoroughly, reaching also the large towns along the railroad lines in Eastern and Northern Maine. The weekly edition of this paper has a guaranteed circulation of over 26,000, distributed through the burdend and tributed through more than two hundred and fifty towns in Central and Eastern Maine.

MASSACHUSETTS. Brockton (Mass.) Times (1).-On the day that the Times first appeared four years ago, it stepped into popular favor and has held its position there ever since. With an average daily circulation of 15,000 copies, it has demanded and received the consideration of advertisers. and to-day it stands in the front rank of the

prosperous newspapers of Massachusetts. New Bedford (Mass.) Standard (1).—One of the old firmly established newspapers of New England is the Evening Standard, which has lived through the vicissitudes of half a century and is to-day strongly intrenched in the hearts of its readers.

Grand Rapids (Mich) Democrat (t).—It enjoys the distinction of being the second oldest paper in the State. The paper was established weekly as the Grand River Times in May, 1837. A part of the first edition was printed upon cloth, copies of which are still in exist-The daily was established in 1863. paper has during its long career graduated a large number of workers in both the editorial and business departments, who have migrated

to the larger cities East and West, and at this date it is safe to state that in each of the fifteen largest cities in the United States may be found at least one newspaper man in some capacity who began his career on the Grand Rapids

Grand Rapids (Mich.) Press (1).—When a daily newspaper has secured the friendship of that army of ragged little urchins yclept news boys, the advertiser may safely conclude that boys, the advertiser may safely conclude that the sales of that paper are all they should be. A conspicuous example of this sort of journal is the Evening Press. This newspaper for some years has been carrying on a work of pure philanthropy among the newsboys of the city, and has won their love and admiration thereby. It educates them, entertains them, in a word takes care of them, with the result that every newsboy will tell you his favorite among all the papers of the world is the Grand Rapids Press.

MINNESOTA.

Minneapolis (Minn.) Journal (1).-In the front rank of the newspapers of the great Northwest, a territory where prosperity is the rule and hard times the exception, stands the The enterprise and progressiveness Journal. The enterprise and progressiveness of this paper have made it famous, and it enjoys the confidence of a large clientele of advertisers and subscribers. The Journal has been under able management, and has gained in circulation, until now it has a daily average of 50,000, which it claims is the largest in the Northwest. It reaches all classes of people, and is considered by those who have tried it to

be a strong advertising medium.
Minneapolis (Minn.) Times (1).—The Times has been running under its present management about five years, and during that time has demonstrated that there is a field for an independent and fearless morning paper, and by its consistent and persistent course has won for itconsistent and persistent course has won for itself a place and stand in the community such as is accorded to few papers. The Times is the only paper in the Twin Cities using what is known as the "flat rate." By its fearless and independent attitude, the Times has made itself felt in the political as well as the commercial world, and has succeeded in defeating the political combination with the received. political combinations which were detrimental to the best interests of the city of Minneapolis, and also has succeeded in defeating certain combines which were certainly inimical to the business interests of the Twin Cities. These facts certainly place the Times in the first rank as a newspaper and as an advertising medium, and should commend it to all advertisers seeking to cover the people of progressive and independent thought and character in the North-

MISSOURI.

Kansas City (Mo.) Star (1).—The Star's career has been continuously active and progressive and it has furnished some important ideas to newspaper makers. For example, it added a Sunday edition without increase of price to the subscriber, and it established the first weekly newspaper ever sold for twenty-

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connec-tion with its correspondence. (2) Extract from a letter or postal card. (3) Extract from the columns of the paper appearing either as advertising or reading

matter.
(4) By word of mouth by a representative

five cents a year. The weekly edition now has a paid circulation exceeding 135,000. The 90,000 daily circulation of the Star is issued from one of the model newspaper buildings of

St. Louis (Mo.) Post-Dispatch (1).—The Post-Dispatch is the oldest evening newspaper in the State, having been established in 1848. It has grown rapidly during its existence, until to-day it may be truthfully classed as a representative Western newspaper, with a large and steadfast clientele of admirers. It owns the Associated Press evening franchise for St. Louis, which gives it a strong lead in securing the news of the day, while its Sunday edition is distingusihed by its eight-page comic and

St. Louis (Mo.) Star (1).—One of the leading journals of the Mississippi Valley, is developing the proportions of a young newspaper giant. Its growth has been rapid, and the comgnant. His growth has been rapid, and the commanding position it now occupies has been won by legitimate methods. The Star is singularly strong in the affections of the people, and has the confidence of its readers in a marked degree in these days of general decline of newspaper influence. The Star typographically is a handsome paper, and its tone is a sclean as its reader. It is not impulse therefore, that if make-up. It is not singular, therefore, that it enjoys an extensive advertising patronage and is looked upon as a medium of great value by merchants seeking to reach the homes of the people.

NEW HAMPSHIRE.
Concord (N. H.) Monitor (1).—The Evening Monitor and its weekly edition, the Independent Statesman, have long enjoyed the reputation of being favorite newspapers with the people of New Hampshire. For seventyfive years the weekly edition has been the offi-cial organ of the State, and for more than thirty years the Monitor has been a leading newspaper at New Hampshire's capital. Manchester (N. H.) Union (1).—The Union

has been advancing with powerful strides along all lines. Few papers in New England carry more columns of advertising than the Union, and no paper in New England is better printed or presents a better appearance typographically.

Brooklyn (N. Y.) Eagle (1). -The Engle is and preserved a dignity of expression and ap-pearance that has never been equaled. It has prospered to the point of owning a model building which is one of the sights of Brooklyn.

Rochester (N. Y.) Union and Advertiser

Rochester (N. Y.) Union and (1).—Circulation upwards of 20,000 daily. Schenectady (N. Y.) Union (1).—The daily and semi-weekly Union are the leading newspapers of the city and county. They are the

papers of the city and county. They are the only papers with full telegraphic news service (Associated Press) and with a circulation constantly bounding upward. The Union goes into the home and is read by all members of

the family.
Utica (N. Y.) Evening Dispatch (3).-Has, Unica (N. Y.) Evening Dispates (3).—Has, since its first issue, printed more and better exclusive news than any paper in Central New York. It has the best facilities for gathering news. It has the best facilities for gathering news. It has the best porting department and the best telegraphic news. These are some of the reasons why the people prefer it.

NORTH CAROLINA.

Charlotte (N. C.) News (2).—Is the leading afternoon paper in North Carolina. It has a larger circulation in Charlotte than any other paper, morning or afternoon. It has a larger circulation in its territory than any other paper. It gives more space for the money, and better service for the money than any other paper in its territory. It publishes to-day's news to-day, both local and telegraphic. It is the paper to advertise in, because it is the paper the people read. It has a larger circulation among all classes of farmers in Mecklenburg County than it or any other paper has ever had. In addition it circulates largely in all the counties in this section of the State. Its circulation is unequaled by any other paper published in Western North Carolina. It gives the adver-tiser more and better service for the money than any other weekly or semi-weekly published in this section.

East Liverpool (O.) Crisis (1).—The daily Crisis has double the circulation of any com-

A recognized leader.

Toledo (O.) Blade (1).—It is now a leading daily journal of the Buckeye State and claims the largest circulation outside of Cincinnati and Cleveland. The weekly edition has a national circulation, reaching 170,000 subscribers, and going into every State and Territory in the

PENNSYLVANIA.

Pittsburg (Pa.) Times (1).—Twelve years of twelve years of the day. leadership months ending December 31, 1898, the daily average circulation of the Pittsburg Times was 57,068. Reports such as this have been furnished advertisers for the past twelve years. Reports such as this have been The Pittsburg Times is the veteran leader in circulation in a community embracing three million people. As an advertising medium in

Philadelphia (Pa.) Bulletin (1).—One of the remarkable achievements in Quaker City journalism during recent years has been the great rapidity with which the Evening Bulletin has ascended the circulation ladder. Three years ago the daily average of this paper was less than 10,000 copies, but by the infusion of new life and energy into its veins it has now reached the

tion considered.

pleasing figure of 118,924. Philadelphia (Pa.) Household Journai (1).-We guarantee not less than 150,000 paid copies each month for the next twelve months.

Reading (Pa.) Telegram (1).—Circulation nearly 5,000 in Reading and vicinity.
Scranton (Pa.) Truth (1).—Published in this

scianton (ra.) I Pula (I).—Published in this pushing, progressive metropolis of Northeastern Pennsylvania, has the largest daily circulation in the State outside Philadelphia and Pittsburg. Its circulation is almost entirely among regular subscribers, who have it delivered regularly at their horse.

regularly at their homes. York (Pa.) Dispatch (1).- The circulation of the Dispatch is equal to that of the three other York daily newspapers combined. The average daily circulation of the York Dispatch in 1897 was 4,528, in 1898 it was 5,065. It is the only Republican newspaper in the county, and the established family newspaper of city and county, read by all classes. The Dispatch has always been the only daily paper in York that furnished advertisers a sworn circulation statement and guarantees its paid circulation. Advertisers to be assured of the paid circulation of the Disbe assured of the paid circulation of the Diparkh patch are referred to the Advertisers' Guaran-tee Company, Chicago, III. The general ad-vertiser can cover this territory through the medium of the Dispatch better than any other means. Advertising rates the lowest, circula-

WASHINGTON Spokane (Wash.) Chronicle (1).-One of the reat newspapers of the State is undoubtedly great newspapers of the State is undoubtedly the Spokane Chronicle, which circulates over a territory embracing parts of Washington, Oregon, Idaho, Montana and British Colum-bia. It gets the full Associated Press report with a special leased wire service, thus making the assurance that it gets all the news doubly

LOS ANGELES TIMES

Is the great daily paper of the Southwest. It is read in Southern California. Arizona and New Mexico.

LOS ANGELES TIMES

It is read by all the English speaking people in Northern Mexico. It is the one American paper circulated in that country.

LOS ANGELES TIMES

Makes a lower rate in proportion to the quality and quantity of its circulation than any paper printed in the western half of the United States.

LOS ANGELES TIMES

Will be glad to send rates and a few cool-blooded facts to every wideawake business man.

WILLIAMS & LAWRENCE, Eastern Agents. 59 Tribune Building, New York. 87 Washington St., Chicago.

A CLAIM FOR THE SUGAR BOWL.

WASHINGTON, D. C., April 1, 1899.

Editor of PRINTERS' INK: In considering the merits of newspapers in In considering the merits of newspapers in the investigation you are now making we shall be pleased to have you give what weight seems to you proper to the following suggestions regarding the Evening Star of Washington. The Washington Evening Star is published daily except Sunday. Its price is two commentations of the property though passables commentation.

cents per copy, though newsboys commonly charge three cents for it. The rate for service to residences is 44 cents per month.

Washington is not a railroad center, and has no large dependent suburban towns. The Star does not claim any circulation worth speaking anywhere except in Washington. Its detailed circulation books are open to inspection by any one having the slightest desire to know the innermost details of the character and extent of its circulation.

The Star's average circulation for 1898, all returns and unsold copies deducted, was 33,149. The Star's average net paid circulation for February, 1899 (the last completed month at the date of this statement), was 33,161

The Star's lowest advertising rate is given to any one taking four or more lines daily for three months or longer.

This rate is five cents per line per insertion or \$.0015 per line per thousand copies. This rate does not include changes,

The space rate including changes to be used within a year is 7% cents per line for 10,000, 7 cents per line for 50,000 lines and 6% cents per

line for 100,000 lines. The Star covers for advertisers the city in which it is printed to a fuller extent than is reached by any other paper in any other city in

the United States. As demonstrating this assertion, on March 1, 1809, the net circulation of the Star was 32,950. Of this number 30,127 were circulated in Washington and 2,823 went outside the District of Columbia—all save a small percentage of the latter to suburban settlements immediately tributary to Washington. The population of the District of Columbia at the last police census (1897) was 277,483, of which 87,853 were colored. One Star is sold daily to practically every white family in Washington, and thus reaches all the buyers.

The Star issues but one edition daily. There is no duplication in its circulation-a most important consideration for advertisers.

The great bulk of the Star's city circulation (75 per cent) is served by carriers at the houses of subscribers. It is in the fullest degree a non-sensational strictly family newspaper.

Regarding its relative standing in its local field, it may be said that no competitor claims to have a circulation in either the afternoon or morning approaching that of the Star's, and canvasses made in the different sections of the city show that the Star's circulation delivered by carriers to homes is at least eight times as large as its afternoon contemporary.

As evidencing the extraordinary degree in which the Star goes to the reading population of Washington, it is significant that with the exception of the few days on which extras were printed the Star's circulation increased only nominally during the late war, and decreased only nominally after it was over. This in spite of the fact that the Star is the only afternoon paper in Washington receiving the news of the Associated Press. This condition merely em-phasized what had been developed by a most careful series of canvasses-that everybody who could read was already a reader of the Star.

It is generally recognized that afternoon newspapers, especially those distributed directly to the homes by carriers, are superior as advertising mediums to morning newspapers.

Objectionable advertisements are as rigidly excluded from the Star's columns as is unfit

reading matter.

The length of time the Star has held the immanding position in its field, its character and the esteem in which it is held by the people of Washington, are elements which merit consideration.

Experts concede an additional value to some newspapers on this score, and any expert will name the Star in any list of papers possessing an especial value to advertisers on account of the class and quality of its circulation, as well as in relation to its extent.

For many years the management of the Star has exerted every effort to make the advertis-ing columns readable and read. The Star is

Finally, and most important, is the demonstration of the adage, "The proof of the pudding is in the eating thereo." The Washington Evening Star prints day by day a larger volume and greater number and variety of local retail advertisements than any other paper in the country. It is the recognized want and small ad medium of Washington. A study of the Star's advertising columns in a liberal education.

In 1898, despite the disturbed business conditions due to the war with Spain, it printed 15.840 columns of paid advertising—an average 50.6 columns a day.

For twenty years the Star has had no advertising solicitors in Washington. Advertising comes to it because it is profitable to the ad Advertising vertisers. Who can match this record? Very respect-

THE EVENING STAR NEWSPAPER Co. By Frank B. Noyes, Treasurer.

THE BAKING POWDER TRUST.

DES MOINES, Iowa, March 27, 1899. Editor of Printers' Ink:

There is undue alarm among publishers relative to the formation of a baking powder The trust will be obliged to continue the advertising of every brand taken into the combination, as nothing less than the present amount of publicity will maintain the sales. Every brand has its own constituency among the ladies, and, to hold that clientele, will have to be advertised as heavily as now. The pres-ent users of Price's or Cleveland's powder can not be transferred to Royal or vice versa. If any brand is pushed less than now, its prestige will suffer, and if advertising is discontinued the neglected article will drop out of sight. The trust can curtail other expenses to advantage, but can not cut down its advertising with-out heavy loss. Even if it has a monopoly of the cream of tartar supply, it can not reap the advantage of that monopoly without advertising the fact in connection with every brand it manufactures. It is doubtful, too, whether it can combine advertising of its different pow-ders in single advertisements without weakening the popularity of all. There are numerous strong independent concerns in the baking powder trade (we have one in Des Moines that is doing a large business), and they would be swift to seize the place of any trust brand which was not liberally advertised. Yours truly,

JOHN J. HAMILTON, General Manager, Des Moines Daily News.

Business circulars have become a nuisance to every householder, and nineteen-twentieths of them go into the waste of the kitchen without ever being seen by those to whom they are directed, while the few which happen to reach those who are sought as customers, as a rule find their way into the waste basket .-Philadelphia Times.

NOT BAD.

FREEHOLD, N. J., March 31, 1899. Editor of PRINTERS' INK :

We have been using inclosed verses as an

THE WHITE MAN'S OPPORTUNITY.

BY WOODYARD SAPLING.

Take up the Freehold Transcript— Read all the local news— Its hoard of information You can't afford to lose. A dollar buys it yearly-It beats sixteen to one, And as for advertisements,

It just sets out to tell you
The things you want to know—
There's snap and ginger in it
And lots of push and go. And lots of push and go.
You can't afford to stop it
When once you've started in,
And if you've never had it
You'd better now begin.

It's never been outdone.

It lifts the White Man's Burden, And beats the Philippines, And what it don't provide you 'S not worth a hill of beans— (As viewed from local standpoints Perhaps we'd best explain, Lest new-caught old subscribers Thrust out their tongues amain).

Then, search your t'other trousers-Go find an hundred cents-Two score and twelve of Transcripts Wait on your move-mi-ents. We'll send them through the Summer; You'll get them in the Fall; They'll moderate the Winter When blizzards have the call.

Take up the Wise Man's Paper Don't borrow from a friend; 'Tis less than tuppence weekly A bagatelle to spend-And when you've read your copy, "Eds," "Ads" and items through,

You'll know a heap sight more than-Than men less wise than you.

So hasten in your orders— Fill out your checks and stubs; Though printing now three thousand We're not afraid of clubs. Once enrolled upon our list You're handed down to fame, But-lest you forget-send on Your dollar all the same.

advertisement in a selected list of Monmouth County weeklies. Moreau Brothers. County weeklies.

A GOOD RULE.

If a man has but little money with which to begin advertising, it is best for him to patronbegin advertising, it is best for him to patronize one or two good journals steadily rather than to scatter his money among a dozen or more papers for infrequent and small advertisements. In other words, it pays better to advertise in one or more papers thoroughly and persistently than to patronize a dozen at rare intervals.—Binghamton (N. Y.) Chronicle.

FOR MAIL ORDER ADVERTISERS.

Every letter that goes out of a mail-order house should contain a circular, preferably the size of the envelope, making a special offer on some article. Such advertising costs nothing but the printing of the circular. The offer in the circular should be changed at frequent intervals. -Mail-Orders.

A PLEA FOR THE EVENING PAPER.

WORCESTER, Mass., March 30, 1899. Editor of PRINTERS' INK

I notice in your issue of the 22d inst, a short editorial praising the value of the morning paper as an advertising medium. I feel that you have taken an unjust position in your statements in the aforesaid editorial. The business manager or advertising manager whose work has been confined to morning publications may naturally argue in favor of the superior advantages of the morning over the evening pa-pers, and any one would suppose that the item referred to was the result of an interview with just such a man, instead of an unprejudiced opinion. If you must discuss the matter, why not also use the arguments of the evening paper man that his paper gives the people the day's news from twelve to fourteen hours ahead of the morning papers, and that he delivers his papers to his readers at the time of day when they have the greatest leisure and inclination to read, e., at the supper table and around the library lamp. He would also tell you that the business men read the evening paper more thoroughly than they do the morning papers, buying a copy on the street before they start for home at the end of their day's work, peruse it thoroughly during the tiresome street car trip to their homes and then hand it over to their family. He would also tell you that the average busi ness man and the housekeeper has only time in the early part of the day to glance over the headlines of the morning paper to get the prin-cipal news events and then the paper is cast aside, while the evening paper with the full day's news reaches the home at the most convenient time of day, and is read from beginning to end, advertisements included. Would Would it not be better for you as a fair-minded and unprejudiced newspaper man to state both sides of the case? Personally, I believe that conditions vary in our large towns and cities. In some places the popular morning paper may be the most thoroughly read and in others the most popular evening paper, and advertisers should judge for themselves as to whether the morning or the evening paper in a certain lo-cality, and for their class of goods, would bring best results. When it comes to an argument l believe the evening paper has the best side of the question. Yours sincerely, CHAS. W. LANSING

Business Mgr. Worcester Evening Gazette.

IN BOSTON.

BOSTON, Mar. 31, 1899.

Editor of PRINTERS' INK

The greatest show window attraction ever een in Boston is an incubator hatching chicks seen in Boston is an incubator hatching chicks in view of the public. One of our big depart-ment stores has received a lot of free advertis-ing by announcing that it will deal in no mill-inery trimmed with song birds. It's not always the penholder that makes the adwriter, but an expert caused over 200 people to ring the door bell with this little want ad:

"Luxury-costs no more-electric lights, oil paintings, newly furnished rooms, \$2 to \$5, 91 Pembroke street."

The new slang phrase is seized upon by a

The new stang phrase is sense upon by a druggist who advertises.

"RUB HER NECK with Sloan's Liniment, and it will cure neuralgia." A "clothing on credit" firm makes good use of the title of Flo. Irwin's new song, by heading their ads: "When yo' ain't got no

oy neading time ratis: when yo ain't got no money yo' can come 'round'

The Boston Journal has adopted this paradox: "None like it; yet all like it," in advertising its Sunday edition.

Bowman.

ALL humanity reads advertising .- Owen,

FROM NEBRASKA.

STROMSBURG, Neb., Mar. 29, 1899. Editor of Printers' Ink:

Inclosed ad clipped from a recent issue of the Era Headlight, Grand Junction, Iowa, is



certainly entitled to a prominent place among

MULTUM IN PARVO.

A splendid maxim in everything except the use of advertising space. Whatever you do with that don't try to squeeze much in little It is not good advertising. It is space wasted because it is not read. An optician will tell you that agate type is the smallest type that the eye can read with comfort and it is the that the eye can read with comfort and it is the optic that you have to please to reach the buyer's pocket. The moment you resort to diamond or pearl type, just to save a few lines, just that moment you are at a point of possibly ruining effectually what may be a good pulling announcement, as you are perpetrating upon the eye an advertisement that it has to strain itself to read. The result is that a competitor of yours in the same naore, with not as well. itself to read. The result is that a competitor of yours in the same paper, with not as well-worded an advertisement as yours, pulls down the persimmons which you fail to reach. Why? It is plain. The eye when running over a paper stops at those advertisements that it can convey to the mind readily and comfortably. Your competitor has not begrudged the advertisement an extra line or two to save a few dollars, while you have, with the result that his advertisement was the one that was seen and read. - Mail Order | ournal.

"YOUR MONEY BACK," ETC. Edith-Papa's mind is full of business all

Mamma—How does that trouble you? Edith—Well, when Harry asked him for me, he said: "Yes, take her away; and if she isn't up to our advertisement, bring her back and exchange her."-Farm and Fireside.

BRIGHT SHOE SAYINGS.

Sellers of shoe and satisfaction,- The Watson Bros., Dayton, O.

A perfect shoe for women at last! Thes shoes fit the feet as nature intended-snugly and comfortably at every point.—J. H. Gin-gras, Laconia, N. H.
Children's shoes, the kind that stand the

wear that they are sure to get from the kind of wearers for whom they are intended.—Frederick Loeser & Co., Brooklyn.
Comfort is one of the pleasures of life most

Comfort is one of the pleasures of lite most sought after. Every lady should have her shoes properly fitted. Do not ask for your size if you think you know what fits you, but ask to be fitted. We have experienced men and women whose pleasure it is to fit you properly.—Shepard, Nowell & Co., Baston.

They fit like a glove. They never pinch the foot. They are beautiful in design. They fit

high or low instep. They yield to every action of the foot. They conform in vital points to the shape of the wearer's foot instead of press-

the shape of the wearer's foot instead of pressing the foot into the shape of the shoe.—C. D.
Woodbury, Lansing, Mich.
You can't appeal to a man's vanity when you
talk shoes to him. You must get at him through
the channel of common sense. Price, comfort
and durability are the three points in these
shoes that will puncture that organ and wake him up to an economical sense of duty.-The Fair, Montgomery, Ala.

IN TOLEDO.

It has remained for Josiah Scott, of the firm of Scott & Co., to invent an electrical advertising contrivance that bids fair to make a pronounced hit. The people who crowded in front of the store for about three hours last night saw something like the following: A huge window draped with black cloth, in the center of which slightly raised from the floor, was a black wooden frame inclosing a pane of glass about four feet square. The glass was covered with a preparation of black paint. The only animate figure in the window was a man dressed to represent his Satanic majesty. The glass in front of him is known as "Mephisto's slate." He went through some antics and drew pictures on the slate. Whenever he touched it with his brush a white streak was left. Through the streaks showed a strong light from behind. made the impression upon the observer that the individual was actually writing with elec-tricity, because every time his brush touched the slate vivid flashes of strong electric light momentarily blinded the eyes and made the whole effect gruesome. The secret of the invention lies in the paint. On the composition of this material Mr. Scott has been working for a considerable length of time. The object was to so carbonize the paint that it would act as a conductor, and at the same time allow the paint to remain on the glass without hardening.—
Toledo (O.) Bee.

HALF A MILLION.

There are a number of general advertisers whose yearly appropriation for publicity is in the neighborhood of half a million dollars. The Royal Baking Powder Company, J. C. Ayer Company, C. I. Hood & Co., Scott & Bowne, Dr. R. V. Pierce, Lydia Pinkham, Dr. Munyon, Wells, Richardson & Co., and several other heavy advertisers might be named in the list of concerns who pay out hundreds of thousands per annum. It has ceased to cause remark when an enterprise appropriates \$100,000 for advertising,—Des Moines (Ia.) News.

THE great advertisers, who have made fortunes by advertising, have done so by boldness of outlay and a steady persistence that waited patiently for the success .- Mead,

SECURING FOREIGN TRADE.

To a Chicago advertising journal Mr. J. De Picaza, advertising manager of the Seville Manufacturing Company, New York, gave this advice in regard to securing foreign trade:

First.—Get a first-class man, who speaks Spanish, and if possible one or two other lan-If he has a knowledge of the people with whom you wish to trade, it is not necessary for him to travel at once. If he has not, send him away just as soon as he has learned

your goods, prices, etc.
Second.—Have a catalogue or price list printed in Spanish, or whatever the language is of the country you wish to cover. Be sure the catalogue is well translated. I have seen cata-Be sure the catalogue is well translated. I have seen catalogues printed in the Spanish language which I am sure must have looked like Chinese to South Americans. It is very important that the book be written in correct and grammatical language. Be particular to state net and gross wights recognized to the control of correct and gross. weights, measurements of cases, how many weights, measurements of cases, how many pieces or packages in each case, and other information of like nature. Distribute these catalogues freely, mailing directly to foreigners in your line of business. Leave the commission merchant alone until you have started your direct appeals. Do not give him tons of your direct appeals. Do not a

Third.—Start your man traveling after the above is thoroughly well done; give him plenty of samples, or good illustrations or photo-graphs if goods are too bulky. Let him ap-point reliable agents in large towns, with instructions to report progress to you regularly, and especially when orders are sent to commission houses in this country. The question of credit is a very complex one, and should be treated separately. Until you have established a demand or acquired a better knowledge of the people you are dealing with, instruct your salesmen and agents to solicit orders through commission merchants, or if sent direct to you

demand money in advance.

Fourth.—Advertise in the best local papers and other mediums. Do not use poor export journals printed in the United States.

Advertise also by demonstration, if goods are such as can be demonstrated. This is prehaps the quickest and surest way to secure a footing. Circularize to a certain extent. Fol-

low up closely any inquiries, and if goods are sold to a customer in a certain town, do not lose time in letting the matter be known.

Above all, study the needs of the people you want to reach, please them in the way of styles, packing, labels, etc. You will say this is expensive. No doubt; but has it not been expensive to create a demand for your goods here?

THE SILENT OFFICE BOY.

An office boy who will not drum and whistle and who will receive and deliver intelligible and who will receive and deliver intelligible messages, and always to be found at his post of duty, is a rare bird. Charles W. Reeves, of Columbus, O., has endeavored to contrive one of metal. It is an office indicator, in the center of which is a roller bearing such legends as "Gone to Court," "Back Shortly," "Take a Seat," "Gone to Lunch," "Watt," and similar inscriptions, Any one of these may be thrown into plain view, while all the others are hidden. If, however, the visitor is not inclined to wait, there is a pocket in one corner with a supply of cards on which he may write with a supply of cards on which he may write his name and business, and another receptacle is provided in which to deposit this. Between these two pockets is a place to receive and hold a pencil for the use of the caller. Below is a clock-dial to denote the exact hour of return, and also a place to receive mail matter. - Pittsburg (Pa.) Dispatch.

HILL'S APPRECIATION.

Judge had once inserted a rather mean car-toon of D. B. Hill. Gillam, a few days after, tool of D. B. Fill. Gliam, a rew Gays atter, met Hill on a railway train, and, calling to mind the cartoon, passed by without recognizing the senator. Hill called him back, asked him why he didn't speak, and when told the reason, said: "Why, that's all right, Gillam; it doesn't worry me at all, and is good free advertising. You cartoonists have made me." The Advertising Man.

Ir you could speak impressively into the ear of every man, woman, and child in the uni-verse, your goods would realize a profit beyond human calculation. The nearest approach to this idealism is advertising—talking to the people through the newspapers and other mediums that go to the people.—The Advertising Man.

(o proposo pr Think of a Biscui

Lighter than the lightest Baking Powder Biscuit, more flaky than the shortest pie crust, more delicious and more delicately flavored than the most toothsome pastry and yet comprising nothing but Wheat—the whole of the Wheat—each kernel rolled into a crisp, dainty flake, perfectly cooked, salted and formed into a Biscuit. This is

Uranose Flakes Biscuit

Packed in a protected box, thus retaining its original freshness. Ready to serve without additional cooking.

A Biscuit Free.

Send us the name of a Grocer who does not handle Granese Flakes Biscuit, and yours, and we will send you a Biscuit by mail Free, also an Art Book all about 20 unique and delicious Ready-to-Serve Foots.

Battle Creek Sanitarium Health Food Co., 81 Washington Street Secretario de la constitución de

IN POSTERDOM.

In Poster-town the maidens all Are lank of limb and strangely tall, And lengths of mauve and other hair Writhe round their features in the air; The sky is dun, the sun dark brown In Poster-town.

In Poster-ville the law decrees That there must be an endless breeze To swish the skirts in dizzy whirls Around the gawky poster-girls: The poster-wind is never still In Poster-ville.

In Poster-land the straightest line Curves like a "scorcher's" humping spine; The streams all run in whorls and curves, And all the poster-people's nerves Have long since fled, I understand,

From Poster-land.

In Poster-dom the people eat No food except raw nightmare meat, And drink, to quench their crimson thirst, The wine of jim-jam till they burst, Or sip hot corywabble rum

In Poster-dom. -Town Topics.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Mu handed in one week in advance.

WANTS.

A RTIST, exp., wants position on n'w'p'r. Mak offers. "CHALK-PLATE," Printers' lnk. DERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

W.EB pressman wants position, First-class man. Can do stereotyping. Address "W29," care Printers' Ink.

WANT novelties and useful articles for mail order business. Send propositions. JOHN KENT LOGAN, Picton, Ont.

YOUNG man, experience as reporter and solicitor of ads, wishes to purchase interest in newspaper. "L. F. M.," Printers' Ink.

WANTED-Reporter in Illinois; active, able, fluent, social. Send references as to work done, habits, character. "R. I. R.," Printers' Ink.

A DVERTISING Ideas Wanted. New sugges-tions on illustrating and writing advertise-ments for silverware. "MANAGER," Box 753, Weriden Conn. Meriden, Conn.

WANTED-Case of bad health that R'1'P'A'N'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

EXPERIENCED young newspaper man will join party in starting daily in some city of over 15,000, or will buy into established paper. Address "D. J. R.," care Frinters' Ink.

ORDERS for 5-line advertisements 4 weeks \$10, in 125 Wisconsin newspapers: 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application, CHICAGO NEWSPAPER UNION, 10 Spruce 8x, New York. This price includes PRINTERS' INE for one year.

THE purpose of Fernald's Newsoaper Men's Exchange is not "to get jobs for those who don't succeed in finding employment through the usual channels," but to search out competent and reliable editors, writers and acvertising men and recommend them to publishers. For particulars address 21 Besse Building, Springfield,

A YOUNG man with ten years' practical experience in advertising methods desires a position as advertising manacer of some reliable concern. Thoroughly understands buying space in publications, writing and designing advertisements, catalogue and poster work. Has a full and complete knowledge of the patent medicine and bievele business. Address "COMPL-TENT," Box 85%, Hartford, Com.

SITUATION as advertising, business or sales Smanager; 19 years' experience. I know how to create business and to clinch it when tecomes. Management of sales on commission basis. Ad-dress "BUSIN-ES," care Printers' link.

SIGN ADVERTISING.

BULLETIN, fence and wall. HUMPHRYS AD-SIGN CO., 1227 Market St., Phila., Pa.

PUBLISHERS' AID.

E. P. HARRIS, 150 Nassau St., New York, sells publishing businesses, advises publishers.

AD EDITORS.

Y OU send us your copy; we edit and criticise it. Write for booklet. THE PUBLIC EYE, Box 413, Madison, Wis.

NEWSPAPER MEN.

A LL recognize the fact, "If a reliable paper is for sale, DAVID knows about it." See "Newspaper Bargains."

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, 2
West 14th St., has superior facilities for supplying trace journals.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'Ud. 10 Spruce St., New York, Special prices to cash buyers.

BILLPOSTING AND DISTRIBUTING.

A DVERTISING matter of every description distributed throughout this locality; reli-able service; send sample for prices. Write C. E. VAUGHAN, Box 372, New Bedford, Mass.

ADVERTISING PLATES.

COLUMBIA plates print like type. We figure on large orders for advertising plates and get them. Good plates; low prices. COLUMBIA PRESS ASSOCIATION, 150 Worth St., New York.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the lat-est edition of the AMERICAN NEWSFAPER DI-RECTORY, issued March 1, 1899. Price, two dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

PRINTERS.

IF you are a believer in printing that makes a h/t, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City. 1,000 NOTE-HEADS and 1,000 envelopes to match, finely printed on high-grade paper, \$8. Samples sent. Send for most complete price list. Hubber 18. LEWIS, Beaver Falls, N. Y.

MISCELLANEOUS.

100 ENGRAVED cards, 30 cents. Fac-simile your name in black ink. Agents wanted. EN-GRAVED CARD CO., P.-O. Box H 195, Boston.

WINF for gentlefolk, We have as good goods as your money can buy. The list is too long to publish, will send it for a postal. C. E. SWEZEY, with Brotherhood Wine Co., N.Y. City.

NEWSPAPERS WANTED.

D'Y clients of C. F. David, confidential newspa-per broker, Abington, Mass.

In Northwestern States, reliable weekly news-paner plants, \$2,000 and upward.

Good parling weekly proport of theorem.

In New York State, reliable weekly and job printing plants.

Massachusetts propositions, also New England plants in good demand.

Address, with full particulars and price, G. F.

PAVID, Abington, Mass.

THREE GREAT DAILIES.

FOR SALE—One in Illinois; a political and so-cial power; also a big money maker. In a Cone in Wisconsin making nearly \$1,000 a month-A great newspaper. Price, \$55,000. One in Mas-sachusetts; an exceptional opportunity. Price, \$15,000. All on reasonable terms to right men. C. F. DAVID, Confidenti il broker in Newspapers,

ILLUSTRATORS AND ILLUSTRATIONS.

HALF-TONES 12c. sq. inch. Deeply etched, high grade printing plates our specialty. Facilities for prompt delivery of large orders unsurpassed. Correspondence invited. Samples furnished. COLUMBIA PHOTO-ENG. CO., Buffalo, N. Y.

HALF-TONES for web and flat bed presses, made cheaply and quickly. Can be mailed. Method of securing them on the press patented. Inventor will sell rights to engravers, syndicates or press associations. Address "INVENTOR," care Printers' Ink.

NEWSPAPER BARGAINS.

I N 30 States, weeklies with job plants from \$1,750 to \$8,000. Will be sold on proper terms. What do you want !

do you want!
Two splendid propositions in dailies in New England—one \$7,500, one \$17,500—on reasonable terrins to reliable men. Such opportunities are Dailies and weeklies in all parts of U. S., whole interests or part interests or part interests. One great channe left in Alabama; pays \$4,000 to \$5,000 a year. Cash required down about \$4,000 to \$5,000 a year. Cash required down about \$4,000 to \$6,000 a year. Cash required down about \$4,000 to \$6,000 a year. Cash required down about \$4,000 to what the pay down and the second pays to be seen to be seen to be seen as the second pays to be seen to be s

down.
C. F. DAVID, confidential broker in newspa-pers, Abington, Mass., 26 years' experience.

ADVERTISING NOVELTIES.

A D NOVELTIES made by CHICAGO ENVEL-OPE CLASP CO., Buchanan, Mich.

WATCHES for every purpose, 76c. and up. Cat. free. CANTON CO., Eastport, N. Y. LETTER opener; nickeled steel; ad stamped on handle. H. D. PHELPS, Ansonia, Conn.

A DVERTISING novelties that are novelties. A No trash. High-grade goods at low prices. Write for samples and catalogue. THE WHITE-HEAD & HOAG CO., Newark, N. J.

Coll the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, I lines will be inserted under this head once tor one dollar.

ADVERTISING MEDIA.

A MERICAN HOMES, Knoxville, Tenn.; 1 yr. including 40-word ad. Disp. 15c. ag. line

40 WORDS, 5 times, 25 cents. ENTELPRISE, Brockton, Mass. Circulation exceeds 6,000.

A DVERTISERS' GUIDE, Newmarket, N. J., 8c, line. Circ'n 4,000. Close 2ith. Sa:nple free. SIGNS that sell goods. The kind we make. Samples free, RONEMOUS & CO., Balto., Md.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year

L IVE newspaper offices doing job printing can calendars. Samples for stamp. COURIER PUB. CO., Rochester, N. H.

DVERTISERS' cuts and plates. A for prices on electrotype or stereotype cuts. Equipment large, facilities first class, workmanship the finest. CHICAGO NEW PAPER UNION, Nos. 87 to 93 South Jefferson St., Chicago, Ill

A BOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the seven that the propers of your papers. If you the same advertising in other papers. If you have the right papers, our advertising will pay Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St.,

FOR SALE,

FOR SALE-Ten R'1'P'A'N'S for 5 cents at drug-gists'. One gives relief.

POTTER drum cylinder press for sale. Good order; 32x44 sheet. C. E. DONNELL NEWS-PAPER CO., Wainwright Bldg., St. Louis.

FOR SALE—A Thorne typesetting machine, bought new in % Needs no repairs. Shatting, belting and pulleys, about 7 cols. brevier type; \$20, terms to suit. Wire if you want it. WORCESTER POST CO., Worcester, M ss.

CHANCE OF A LIFETIME. Patent medicine business for sale. Owner compelled to make sacrifice for satisfactory business reasons. Well established, widely advertised and paying. The preliminary work has been done, the first outlay money. Advertising contracts paid in advance, with two hundred newspapers, for large space, will be turned over to purchaser. Remedies of wonderful merit. Hundreds of testimonists. The best thing of the kind in the South. \$5,000 you are prepared to buy. CRABTREE'S AGENCY, Chattanoogs, Tenn.

ADVERTISEMENT CONSTRUCTORS.

JONES, 42 World Bidg., N. Y.

MOSES & HELM, 111 Nassau St., N. Y.

66 A D"-ER'S Primer, 5c. Box 391, Des Moines.

A DS, booklets, etc. Sample ad \$1. CHAS. A. WOOLFOLK, Louisville, Ky.

I) ATENT medicine pullers, ARTE SWETT, 23 Hamilton Ave., Chicago.

WRITE to CHAS. F. JONES, 42 World Bidg., N. Y., for free booklet explaining his work.

A LBERT H. SNYDER-CARL P. JOHNSON, advertisers, Suite 1319, Chamber of Commerce, Chicago. Long Distance Phone, Main 67. THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

MAKE, build and repair want columns; 30 years' experience. No case too difficult. Address MAURICE F. DANIHY, Rochester, N. Y.

H. I. IRELAND, 925 Chestnut St., Philadelphia, writes, designs and places advints, "Other Peoples' Opinions" of his work for a stamp.

O NE hundred ads that have paid. Fighty thou-sand dollare worth of business done during the time these ads were used. These 100 ads sent on receipt of \$1. Address STAR PUB. CO., 34 Connell St., Norwich, Conn.

I N McClure's, Munsey's, Cosmopolitan and Review of Reviews you will find examples of my full page and half page magazine ads for the k. & W. Jenkinson Co. ("Pittsburg Stogles"). CHARLES AUSTIN BATES, Vanderbilt Bild, N.Y.

To retailers: If you will send me full particu-lars about your business, together with one dollar, I will write you four trial adet that I think will make you my future customer. If they don't drop a postal for your dollar. C. Alc'HIE DODSON, Clinton, Ky.

DOKLETS, circulars and other advertising matter prepared free and printed at low relative to the control of the

JOHNSTON attends to the whole business— Johnston attends to the whole business— Johnston and printing. I believe I can get up an advertisement or booklet or circular as well colculated to sell goods as any person in the business. I have better facilities than any other man in the land for turning out the finished job. It is all done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your nome on a small postal for a copy of my large postal. WM. JOHNSTON, Manager of Printers' Ink Press, 10 Spruce St., N. Y. City

Another Milwaukee Journal Lie Driven Home to Roost

Editor of Fourth Estate Flatly Repudiates That Paper's Statements About Him and The Daily News.

On March 15, The Milwaukee Journal printed an article several columns in length full of bluff, bluster and lies in which it tried to explain its backdown on an investigation of the circulations of evening papers in Milwaukee, which it pretended it wanted.

It will be remembered that Business Manager Boyd of the Journal made a motion, and voted for it, which required that each paper party to the investigation should place in the hands of the chairman of the investigation committee \$2,500 by 12 o'clock noon of March 1 as an earnest of the sincere purpose of all the papers to proceed with the investigation to the end, as to its own case, or forfeit the \$2,500, to be divided between the papers remaining. This brought the investigation to a substantial, practical test. It was the place where a bluffer had to put up or run, and, true to the traditions and methods of the Milwaukee Journal, Business Manager Boyd made a cowardly sneak. He refused ab-olutely to put up the \$2,500 for the Journal, while the three other papers, the Wisconsin, Germania and Daily News, each had their \$2,500 up on time, ready to proceed with the investigation.

Realizing he had made a bad play, Mr. Boyd has busied himself daily for a fortnight or more trying to explain the failure of the Journal to put up its money. He knows the putting up of \$2,500 was the real test of sincerity and, having run, he feels much explanation is due the Journal readers, and he has spent much time and space in his paper making it. It is only the weak cause that needs explaining

that needs explaining.

In the issue of the Journal of March 15, in the first attempt at such apology and explanation, the Journal started its explanation with a flat, deliberate lie about the Dai's News and the editor of the Fourth Estate of New York. This lie is nailed beyond explanation in a letter printed below, and the Journal and its claim stand absolutely disgraced and repudiated, and it is branded as a fakir.

It was stated by the *Journal* in the article referred to that the editor of the *Fourth Estate*, a well-known trade publication of New York, printed in the interest of advertisers and publishers, had said that the *Daily News* had offered a representative of his publication \$150 if the *Fourth Estate* would republish an article, relating to a court proceeding in Milwaukee in which the *Journal* had been the plaintiff, and in which its circulation claims were questioned, the *Journal* receding from its claims and demand. The records of the case show these things. The *Journal* is used to running from its claims.

When the statement made by the Milwaukee Journal as above referred to came under the observation of the editor of the Fourth Estate in New York last week, the following telegram, unsolicited and unsuggested by the Daily News or any one for it, was received by the Daily News:

"New York, March 21, 1899.—W. H. Park, care Daily News, Milwaukee: Have just seen Journal's statement. It is false in both particulars. See my letter mailed to-day.

ERNEST F. BIRMINGHAM,
"Editor the Fourth Estate." The letter referred to by Mr. Birmingham in his telegram came to hand in due time. It also came voluntarily and unsuggested by the *Dvily News*. It is to the point and certainly puts the Milwaukee *Journal's* business manager in no enviable light as to the methods employed by his paper to falsify and misrepresent. This letter follows:

"THE FOURTH ESTATE,
"220 Broadway, Cor. Ann St., St. Paul Bldg., N.Y., March 23, 1899.

"Editor Milwaukee News, Milwaukee, Wis .- Dear Sir: I received yesterday a copy of your issue of the 16th, quoting a statement of Mr. Boyd, manager of the Journal, to the effect that the News had offered our representative \$ 50 to reprint an article relating to the Journal. I note that, evidently being well acquainted with Mr. Boyd, you do not credit his statement as veracious, but I had the curiosity to hunt up a copy of his paper to see just what he did say, and I find that his statements are false in every particular. The Milwaukee Journal of March 15th says: 'The editor of the Fourth Estate says that his representative was offered \$150 by the News to print its attack upon the Journal, but that upon investigation he declined to do so.' I never said this nor do I believe that our representative ever said so, as it would not be the truth; nor did I 'upon investigation decline to do so.' I am astonished that Mr. Boyd should endeavor, by inference, to make the local and general advertisers, to whom he has sent circulars in the matter, believe that I indorse his claims, as he knows full well that the sole reason why I kept the report of the recent litigation out of our columns was mercy for him and a desire to avoid possible injury to a woman whose name, probably through no fault of her own, had been brought into the affair.

"In the five years of the Fourth Estate's existence I do not recall having to deal with any one quite so offensive as Mr. Boyd, and I naturally do not care to appear as, by inference, his sponsor. At the expense of considerable time, I have gone over the papers, pro and con, submitted in this matter, and see no reason to believe that the action of Mr. Aikens, M. Brumder, Mr. Huegin and yourself are other than those which would be dictated by good business methods in any line of business. The failure of Mr. Boyd to make good his claim as to circulation, when taken up on it by an advertiser, and his failure to put up his share of the expense with the other publishers, as proof of his good faith, have been, I think, observed by advertisers generally as most unfavorable indications. At the same time I think the advertisers can not fail to have increased confidence in whatever claims may be made by the other gentlemen I have referred to. We all had a go d laugh over your expressed opinion, referring to Mr. Boyd's statement regarding the Fourth Estate, that he 'would just as soon lie about me as about his circulation.'

"Very truly yours,

ERNEST F. BIRMINGHAM,

"Editor and publisher of the Fourth Estate."

It is pertinent to emphasize right here that Mr. Birmingham acted wholly on his own motion both in telegraphing and writing the Daily News and without suggestion in any direct or indirect manner from the Daily News that he do so or explain any statement credited to him by the Journal. His letter shows he would not be represented as a sponsor for the Journal or its methods and it proves the Milwaukee Journal deliberately lied in using Mr. Birmingham's prestige or name or the prestige of his paper in any way in regard to the matter imputed to the Daily News.

Such methods are employed only by sneaks and men with dishonorable motives. If the Milwaukee Journal finds satisfaction in such dirty work, it is welcome to it. No other paper in Milwaukee except the Journal is low enough in methods employed in competition to do such contemptible work and to indulge in such bare-faced lying methods. Proven a liar by witnesses it had the presumption to appeal to in its own behalf as authority to back its lying statements, the Milwaukee Journal stands in a sorry plight for truth and veracity. But a paper that will refuse to swear to its circulation claims in court and will sneak away from its own motion and vote on a \$2,500 forfeit is not particular whom or what it lies about.—From Milwaukee Daily News, March 28, 1899.

A Challenge to The

After an absence of some eight or nine months the publisher of the before the public and are carrying it at the head of their editorial ge:

"A GUARA

"The Post-Intelligencer heeby bona fide paid circulation, Dail Wee any other newspaper published the tising contracts will be made bled

It is to be taken for granted that this statement is not a "bli," no but that the publishers of the "morning organ" mean precisely that tarise, this interpretation is given:

If the Tacoma Ledger has 8,000 circulation on secular days a 10,0 good the "morning organ" must show more than 16,000 daily culation

THE SEATTLE

has continuously published its circulation ever since August, 1896 ts clahas, from time to time, published become the limit of circulatio—wh ment of fact concerning its **actual** circulation within the time nared, at to spring any kind of an **original** and **first-time** statement upon le publicablenges The Post-Intelligencer Company to the following offe:

\$1,000 that the statement of the aforesaid publishers is absolvely f \$500 that the "morning organ's" combined circulation of hilly a equal to the regular daily edition of The Seattle Daily Times.

\$250 that the "organ's" secular day circulation during that priod v \$100 that The Seattle Daily Times' average circulation exceeded the first day of September, 1898, and the first day of February, 1898.

\$50 that the six day publication of the "morning organ," to the above 12,000 daily.

These offers are open for acceptance within one week from the date

THE S. C. BECKWITH SPECIAL AGENCY, STATEMENT BUILDING, NEW YORK,

h: Post-Intelligencer.

sherf the "morning organ" have again placed the following statement rial ge:

JARANTEE."

r heby guarantees its advertisers a ail Weekly and Sunday, double that of hed the State of Washington. Adverde bject to this guarantee."

"bl," nor that any juggling of figures is to be found in the proposition, lely that they say. In order, however, that no misunderstanding may

ys a 10,000 on Sunday, in order for the alleged "guarantee" to be made by chilation and more than 20,000 on Sunday. As

DAILY TIMES

896 ts claims are well understood by the public, and the figures which it atto—whereas the "morning organ" has **never** published a single state-nared, and possibly not for years before, and is **therefore** in a condition on the public. With these preliminaries, **The Times Printing Company** offer:

solvely false.

of Lily and Sunday from September, 1898, to February, 1899, was not

at priod was three thousand copies less than The Seattle Daily Times'.
exceeded the six day circulation of the "organ" by 35 per cent between

, 189.
" for the five months prior to February 1st did not average 100 copies

n the date-March 11, 1899.-Seattle Times.

INC', SOLE AGENTS FOREIGN ADVERTISING,
THE ROOKERY, CHICAGO.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

A JOURNAL FOR ADVERTISES.

137 ISSUE devery Worknesday. Ten centra copy.
Subscription price, five dollars a year. in advance.

Six dollars a bundred. No back numbers.

137 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

137 Fublishers destring to subscribe for Peintrags' link for the benefit of advz. patrons may, on application, obtain special confidential terms.

ceiving Phinters' ink it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISHOR BATES:

ADVERTISING RATES : Classified advertisements 35 cents a line: six words to the line; pearl measure: display 50 cents a line; i5 lines to the inch. \$160 apge. Special postion twenty five per cent additional, if granted, discount, five per cent for cash with order.

OSCAR HERRBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and
Subscription Department.

New York Offices: No. 10 Spruce Street. London Agent, F. W. Sears, 50-52 Ludgate Hill, E. C.

NEW YORK, APRIL 12, 1899.

THE Ferris Corset girls are all well worth looking at.

has become closed to new ideas his first stage of retrogression has begun.

Good judgment and common sense are more necessary to the new advertiser than the most extended knowledge of advertising theory.

JOHN WANAMAKER used eight hundred and forty columns of advertising during the month of March, 1800, in the Philadelphia Record, Times, Press, Ledger and North American.

THE total number of columns of advertising for March carried by the Philadelphia Record shows an interesting comparison:

1867...... 8721/2

N. W. AYER & Son state that the advertising of "Uneeda Biscuit" has been so successful that the plant of the National Biscuit Co. is at present inadequate to meet the demand created. The advertising has therefore been temporarily discontinued.

THE newest PRINTERS' INK baby is called Mail-Orders and is published weekly by Alfred Meyer at 90 Fulton street, New York City, at 5 cents a copy and \$2 a year. The first number, just issued, seems well calculated to interest people who secure their cus- facts about his issues or attempting to tom through the mail.

"KEEPING everlastingly at it" in the wrong direction can not be expected to be productive of results.

In its March issue the Michigan Bulletin (Howard City, Mich.) copies without credit the article on "The Newspapers of Alaska" that was specially prepared by an Alaskan correspondent for PRINTERS' INK of February 1st. The Bulletin's taste is better than its journalistic morality.

A BILL has been introduced into the Illinois Legislature restricting the use of woman's "face, form and figure" (what's the difference between form and figure, pray) in an immoral manner in an advertisement. The senator who introduced it would find it almost as difficult to indicate what he means by an "immoral manner" as to explain wherein a woman's form differs from her figure.

THE R. J. Gunning Company, of As soon as the advertiser's mind Chicago, announce that after repeated solicitations on the part of some of the leading buyers of outdoor space, they have abandoned doing an exclusive painted display business and have added a department of billposting in Chicago. The firm's reputation in the advertising world gives ample assurance of thoroughness and reliability in this new departure.

> THE Cranitonic Hair Food Company, of Temple Court, New York City, indulges in half-page advertisements, showing how certain celebrities would look if they were bald. Lillian Russell, Anna Held, Julia Marlowe and Paderewski are pictured both with hair and without. The ladies in the latter condition all look like circus clowns, while the renowned pianist resembles a Plattdeutsch grocery clerk.

> HAVE you noticed that peculiar characteristic of the circulation ratings given in the American Newspaper Directory? The ratings for a considerable number of years are recapitulated, thus showing whether the circulation is established and uniform or of sudden and perhaps ephemeral growth. This system shows whether a circulation is growing or falling behind, sustained or retrograding. The character of the rating also shows whether a publisher is in the habit of telling the conceal them.

THE "Grand Hotel of 1900," a new Parisian hostelry, which will be ready men who do their own thinking; who for the French exposition of next year, listen to everybody else's ideas and is sending out circulars to American opinions, weigh everything carefully, names soliciting custom. The circular and then make their decisions uninfluis well written for a Frenchman, only enced by any considerations other occasional small lapses from perfect than whether the method appears to English indicating that it is the pro- be adapted to the peculiarities of their duction of a foreigner. It contains a own business or article. map showing the location of the hotel, pictures of its prominent apartments and full information as to charges, etc. Altogether it is an advertising indication of French enterprise.

THE Pathfinder, of Pathfinder, D.C., is agitating the subject of a fractional paper currency for the convenience of mail order advertisers. It has prepared a bill to be introduced into the next session of Congress authorizing the Secretary of the Treasury to issue such currency in denominations of ten, twenty-five and fifty cents, and solicits the aid of newspapers in urging the people's representatives to give it proper consideration. No doubt the reissuance of "shin plasters" would aid mail order advertisers somewhat: but if such "shin plasters" are of value, the improvement on them called the "Post Cheque" would be of even greater utility; yet every one who has studied the subject knows there are insuperable objections even to the "Post Cheque." The latter is supposed to be fractional paper currency, which becomes payable to a certain person exclusively upon the sender writing that person's name and address and pasting a two-cent stamp upon it. Setting aside the objection to the stamps, one of which must go on each piece of "Post Cheque" remitted, a single remittance sometimes requiring several, it is apparent that the "Post order to be safe from counterfeiters, must be made of material similar to that used at present in our ordinary how hard it would be to write a perhas been handled for some time. With this objection eliminated, Mr. Post's plan would undoubtedly aid mail order advertisers somewhat. If in addition the necessity for the stamp on each piece of currency could be removed, the idea would be well-nigh perfect for the purpose for which it was called into being.

THE successful advertisers are the

A PECULIAR advertising idea is that fathered by the Colorado Information Bureau, of Denver. The Bureau claims to be maintained by the voluntary contributions of public spirited men with the object of furnishing nonresidents with reliable information about Colorado and its principal industries, particularly its gold mines, and to send out no private books, circulars or advertising schemes, confining itself to furnishing free subscriptions to some of the best Colorado papers to those anxious to know more about that State. The latest idea of the Bureau is to ask physicians in various cities to put on their office tables copies of the Mining World, which will be sent free for six months. The intention is that the paper should suggest Colorado to those to whom its climate would be salvation.

LISTS OF BARBERS.

APRIL 1, 1899.

Editor of PRINTERS' INK: Kindly inform me where I may obtain a list of the barbers of the United States. Yours truly. H. K. Foot, Box 1630, Philadelphia.

Boyd's City Dispatch, 16 Beekman street, New York, say they can furnish 45,900 names of barbers in the United States at \$2.50 per 1,000, or if the addressing is also given to them, at \$2 per 1,000. Frank R. Carter, 114 West Thirty-fourth street, New York, says Cheque" fractional paper currency, in he has no addresses immediately on hand, but asserts that he employs 5,000 correspondents distributed among American cities, and with the aid of paper currency; and any one can see these he could furnish 50,000 barbers' names at \$2 per thousand, or as the son's name and address on a new order increases in size the cheaper the dollar bill, to say nothing of one that rate would become. The Trow Directory Company, New York, says it can furnish 50,000 names, but will give the price only on a specific order. The Rapid Addressing Machine Company, 314 Broadway, New York, pleads guilty to the possession of approximately 47,000 barbers' names, for sale at \$2 per thousand, or \$1.75 if the company is favored also with the addressing.

SPANISH-AMERICAN PRESS.

The E. C. White Company, 136 Liberty street, New York City, agents for Spanish-American newspapers, contract for advertisements in the publications named below. The company deprecates advertising in Spanish-American trade journals published in the United States, denominating such a procedure as an attempt to fill a demand before creating it. "Do not suppose for a moment," says the company, " that the commission merchants of Spanish-America are going to hunt up customers for your products. They will only fill orders for those products which are already well known in those markets, and for which they receive calls. Therefore, if you want your products known to these consumers, you must reach them directly by advertising in those mediums which they see and read every day-the only organs in which they are interested." And to aid the advertiser who is hungry for fresh fields and pastures new, the company brings forth its own list, with the comments and prices that fol-

low:	
MEXICO. (12,000,000 Inhabitants	
	CIRC'N.
El Imparcial, e d, Mexico, Pres. Diaz's	
semi-official organ	45,000
El Mundo Diario, m d, Mexico City,	
Pres. Diaz's semi-official organ	15,000
Voz des Mexico, d, Mexico City, strong	
Catholic organ	9,000
Diario Popular, m d, Mexico City	4,000
Continente Americano, t w, Mexico	
City, fine adv. sheet	4,000
The Herald, m d, Mexico City, best	
American paper in Mexico	4,000
Mundo II. (illustrated), w, Mexico	
City, similar to Harper's Weekly	10,000
Diario de Jalisco, d, Guadalajara, best	
daily in State	4,000
daily in State	
adv. medium Revista del Puebla, d, Puebla, only	3,000
Revista del Puebla, d, Puebla, only	
daily in State	5,000
daily in State	
tosi, only daily in State	4,000
El Expectador, m d, Monterrey, best	
daily in State Diario Comercial, m d, Veracruz, old-	2,000
Diario Comercial, m d, Veracruz, old-	
est and best in State	5,000
Correo de la Tarde, m d, Mazatlan,	
only daily on west coast	6,000
Opinion Libre, w, Guanajuato, only	
paper in State Eco del Comercio, tw, Merida, only	1,500
Eco del Comercio, tw, Merida, only	
periodical in State	5,000
Voz de la Verdad, w, Oaxaca, only pa-	
per in State Revista Catolica, w, Morelia, best in	3,000
Revista Catolica, w, Morelia, best in	
State	1,500
El Observador, w, San Juan Bautista,	
best in State	1,000
Sur de Sinaloa, w, Rosario, only in	
El Monitor de Moreles, w, Cuernavaca,	000,1
El Monitor de Moreles, w, Cuernavaca,	
only in State	1,000
At 1 ropico, w, Santiago, only in city	1,000

El Estado de Coahuila, w, Saltillo, best in State	1,000
Total circulation	137,000 cost the
CHILE. (3,500,000 Inhabitants.) Nueva Republica, m d, Santiago,	CIRC'N.
strong Balmeceda organ El Porvenir, e d, Santiago, best family	12,000
daily in Santiago	8,000
ceiving cable service in V Chilian Times, s w (Eng.), Valparaiso,	15,000
only illustrated paper in Chili El Sur, m d, Concepcion, only daily in	3,000
La Patria, e d, Iquique; only receiv-	5,000
ing cable service La Actualidad, m d, Talca, only daily	4,000
in Talca La Discussion, m d, Chilian, only	4,000
Voz del Sur, e d, Tacna; only receiv-	3,000
Liberal Democratico, m d, Taltal, only	2,500
El Colono, w, Colono, only paper in	2,500
department La Democracia, w, Parral, only paper	3,500
La Verdad, w, San Fernando, only	2,000
good paper in department	1,500
La Esmeraldo, w, Coronel, best in city La Idea, w, Constitucion, only paper	2,000
in province	2,000
South Chile	2,000
department	1,500

Total circulation

paper in city.....

1,500

Total circulation	75,000
75,000 at 1/2 cent equals 371/2 cents pe	r agate
line.	
ARGENTINE. (Population 7,000,00	
	CIRC'N.
La Prensa, m d, Buenos Ayres, best	
city	60,000
El Diario, e d, Buenos Ayres	35,000
La Nacion, m d, Buenos Ayres, best	
national	30,000
El Tiempo, e d, Buenos Ayres, fine	
sheet	10,000
La Patria Italiano, m d, Buenos Ayres,	17,000
Voz de la Iglesia, d, Buenos Ayres,	
best family Catholic	18,000
The Times, m d, Buenos Ayres, best	
English	3,500
Deutsches L. P. Zeitung, m d, Buenos	
Ayres, best German	3,000
The Herald, m d, Buenos Ayres, best	
U. S. paper	2,000
Wachenblatt, w, Buenos Ayres, best	
Swedish	2,000
La Capital, m d. Rosairo, best in city	10,000
La Manana, m d, La Plata, best daily	5,000
La Libertad, m d, Cordobo	5,000
El Orden, m d, Tucumen Los Andes, m d, Mendoza	5,000
La Libertad, m d, Parana	5,000
Union Provincinul, m d, Santa Fe	3,500
Corrientes, m d, Corrientes	5,000
El Pueblo, m d, Chivilcoy	2,500
El Trabajo, t w, Gualeguay	3,000
Amigo del Pueblo, m d, Concordia	4.000
El Norte, m d, San Nicolas	2,500
La Union, m d, San Juan	3,500
El Pueblo, m d, San Luis	3,000
El Imparcial, t w. Pergamino	3,000
Union Civica, m d, Santiago del Est.	5,000
El Deber m d Bahia Blanca	2.000

El Deber, m d, Bahia Blanca.....

PRINT	EKS INK.
El Argentino, m d, Chascamus 2,00 El Orden, m d, Mercades 2,50 El Argentino, m d, Zarate 1,50	
Total circulation	Total circulation 180,000 180,000 at 1/4 cent per 1,000 is \$1.35 per
agate line. Bolivia. (Population 2,500,000.)	lished in the Great Republic. These four pa- pers will properly cover all Brazillian territory.
El Comercio, m d, La Paz, best and oldest in city 4,00	PORTO RICO AND SANTO DOMINGO.
oldest in city 4,000 El Comercio, m d, Cochabamba, best daily 2,50 El Siglo XX, w, Cochabamba, fine	El Nacional, m d, Leon, Nicaragua 5,000 Iris de la Tarde, e d, Grenada, Nicaragua 5,000
weekly 1,50	La Lucha, m d, Havana, Cuba 20,000 La Democracia, m d, Ponce, P R 5,000
8,000 at 2-3 cent per 1,000 equals 5 1-3 cent per agate line.	
COLOMBIA. (Population 3,500,000.)	The advertisements are inserted in a department called "Yankee Inven-
Correo National, m d, Bogota, best	tions" when so desired, the prevailing
daily in Columbia	impression in Latin America being, ac- o cording to the company's circular, that
in Medellin	"Vankees are the greatest inventors
El Cronista, t w, Panama, fair medium	
Total circulation	Mr. Albert King, the stationer and printer of e Nassau street, New York, has every letter of his sign reversed and painted upside down. This attracts attention from its very oddity, but it is questionable whether the man who mental-
El Tiempo, m d, Caracas, best news- paper	street in order to read the sign correctly will have the friendliest feelings towards Mr. King for giving him so much trouble.
La Republica, e d, Caracas, best after- noon	
Cojo Ilustrado, s m, Caracas, family il- lustrated, form of Harper's W'k'y El Cronista, m d, Valencia, oldest and best	dealer in notions, used to distinguish himself
Diario de la Guaira, m d, La Guaira, only daily in La Guaira	window signs, and he believed it was good ad- vertising. There are always plenty of people
Correo d, Carupano, s w, Carupano, only paper in city	advertising, but Rouss' imitators have been conspicuous by their scarcity.
daily 3 50 Criteriode Falcon, w, Cora (La Indus- tria 1,00	an enormous and ferocious looking nead out-
Total circulation 40,000 40,000 at ¾ cent equals 30 cents per agat	o name of the proprietor, hence the sign, but while it was unquestionably attractive on ac-
line. These 40,000 buyers out of Venezuela' 3,500,000 inhabitants are within ten days from your factory, and they boast that they rather	by pellent than a drawing tendency.
deal with Americans than Europeans. Peru. (2,500,000 Inhabitants.)	used to have his name written in script inside
El Comercio, m d, Lima, oldest and	'formed of links of fresh pork sausages, and the full stop "at the end of each name was sup
best in Peru	o plied by a pork pie. At the end of the day, business the material for the lettering was dis tributed to the poor who cared to apply for it
Total circulation 18,00	and in this way over 300 pounds of sausage
18,000 at 2-3 cents equals 12 cents per agai line. Why not let the stream of incarial gol turn northward in place of going to Furope, a	d John C. Graham.
it has done for centuries?	A GREAT deal of advertising fails of its re

Inne. Why not let the stream of incarial gold turn northward in place of going to Furope, as it has done for centuries?

Brazil. (12,000,000 Inhabitants.)

General gold A Great deal of advertising fails of its results because the advertiser gets discouraged.

Jornal do Commercio, m d, Rio de Janeiro, fine newspaper in S. A. 60,000

O'Paiz, m d, Rio de Janeiro, fine newspaper in S. A. 60,000

Jornal do Brazil, e d, Rio de Janeiro, for output for the courage to advertise to a certain extent, and spend \$20,000, should have the courage to spend any of advertisers.—O'gdens. Lack of output for advertisers.—O'gdens.

ONLY ONE CLASS COM-PLAINS.

The American Newspaper Directory is now, and always has been, compiled with as much care, intelligence, accuracy and expert supervision as was ever bestowed upon any directory of any kind ever issued in this country. It has, for these reasons, long been the acknowledged authority upon newspapers with both publishers and advertisers, among whom it really has no competitor. From the first publication, in 1869, it has always been an honest book. No one ever obtained a concession in its pages, and an effort in this direction once made, no one ever thought of making a second trial. Some publishers have doubtless believed at times that ratings were influenced by patronage and favor. Acting upon that belief, however, they were quickly disabused of it. There was a time when some publishers may have believed it was difficult to obtain in the Directory an exact rating in actual figures, without at least a very great degree of detail on their part. It has now been demonstrated to every one's satisfaction that this is not so. The only detail required is the truththat is always easily told. The publisher who does not wish the truth to be known is now the only complainant consume them. - Paschall, of the Directory.

It was a great step forward to issue the Directory quarterly. Its value has been greatly enhanced thereby-giving more accurate up-to-date information, and making the book far more serviceable to advertisers. The system of ratings now used, which years of experience alone could evolve, is vastly more satisfactory than any to be obtained elsewhere, and enable an advertiser to judge intelligently as to whether a paper is becoming of more

or less value.

The present rule, to put rating last, that is, after the full description of each paper, and beginning a new line, aids largely in a more immediate examination. It was a happy thought to make this change, and the history now given of each paper's ratings through a series of years aids largely in coming to an intelligent decision of its real value. A serviceable feature of the present Directory is the arrangement whereby one can obtain at a glance a complete list of all newspapers having a circulation of 1,000

and upwards, without picking them out from among the many thousands which he does not want, and for which he cares nothing.—Manchester (N. H.) Union, March, 1899.

HINTS FOR PACKAGE MAILERS.

Practically all the packages that go through the New York post-office are examined. Many persons seem unable to resist the temptation to scribble a message upon the back of a photo-graph or the lid of a box. A written dedication in a book or a written greeting, such as the conventional "Merry Christmas!" is allowable but with these exceptions any written word makes a package liable to letter postage. The flyleaf of a book may be filled with a dedicatory nyteat of a book may be nited with a dedicatory note, but any other words—as, for instance, "see page 4"—would cause the package to be classed as written matter. Another common error is to put sealing wax on the knot of the string around the package. Such a package is classed as "sealed against inspection," and must pay letter rates. The same rule applies to boxes that have their lids nailed or tacked The amount of money collected in New on. The amount of money confected in New York for insufficient postage averages \$200 a day. Packages are also inspected for unmailable matter, as explosives, firearms (unless taken apart), liquids or any articles destructive of mail matter in transit, obscene or fraudulent matter and glass. Foreign packages are examined for dutiable articles; a special branch of the custom house is maintained in the New York post-office for this purpose. the customs duty is the war tax, which the inspection department must also collect .- Leslie's Weekly.

MERCHANDISING business to-day is not conducted as it was a half century since. the dealer selected wares to meet the wants of his customers. Now he buys wares in enormous quantities and must create the market to



MERCK & CO.

The chemical establishment of Merck & Co., University place and Eighth street, New York, furnishes a typical example of sound and enduring commercial success as based on the principles. This house, although purely American in its ownership, is in its founded in 1668 by Georg Friedrich Merck. It has meanwhile developed into the most prominent manufactory of medicinal chemicals and pharma- laboratories on the other. ceutic preparations in the world. Its recognized by physicians and phar- professional standing, work out a great macists every-

where as standards of purity and reliability.

Whilethusenjoying the favor of both the medical and the pharmaceutic professions, the University place house is equally popular with the wholesale and jobbing branches of the drug and chemical trade, in view of its widelyknown and oft-

tried character for fair dealing, not of all the goods handled by it. Similar only in the reliability of its represen- lines of investigation, on a still more tations, but also in its liberal and self- extended scale and scope, are continurestraining trade policy. Merck & Co., ally pursued by a similarly organized popular as they are with retail druggists scientific staff in the mother house at and with doctors, do not supply them Darmstadt. directly, but only through the inter-

The New York firm is composed of two partners, Mr. George Merck, son of Wilhelm Merck, recently deceased, who was at the head of the Darmstadt of each year which is of value to physiestablishment, and who was one of the leading spirits in the development of the methods of the modern chemical ogous thereto, but on a larger scale industries. The other is Mr. Theodore Weicker, the originator of the New

cording to the requirements of Merck "Merck's Index "-recently supple-

& Co.'s business. The ground floor contains the shipping department, the basement the receiving department, and in a separate section the engines. boilers, dynamos, pumping and hoisting machinery, etc. The offices occupy, in one connected area of 80x110 feet, strict observance of correct commercial the entire sixth floor. The appearance of these beautifully fitted offices is equal in impressiveness to that of our origin an off-shoot of the world-famed best metropolitan bank countingchemical laboratories of E. Merck, in rooms. The four intermediate floors Darmstadt, Germany. The latter was between the ground and the sixth are taken up by the subdividing, labeling and storage departments on one side of the building, and by the Merck analytic

The scientific staff of the house, products are found in all civilized composed of physicians, pharmacists, countries over the entire globe, and are chemists and bacteriologists of high

> many original investigations, partly in pursuance of demands for information andadvice, made upon the analytic laboratories b v physicians, pharmacists, schools, boards of health and local chemists in all parts of the country, and partly in response to the needs of the house itself for exact knowledge



MERCK BUILDING, UNIVERSITY PLACE, N.Y.

Such results of the scientific remediary of the wholesale and jobbing searches thus pursued at Darmstadt trade, thus leaving the business of the as appear interesting for publication to latter unhampered by any interference. the professions are annually so published in E. Merck's "Jahresbericht," a book of record of that part of the chemical and pharmaceutical progress cians or pharmacists.

Publications of Merck & Co., analand much broadened scope (taking in the entire domain of chemical products -old and new-in an encyclopedic The Merck Building was erected ac- survey), were the different editions of

mented by a compendious and complete physicians' pocket reference book, "Merck's Manual of the Materia Medica." In connection with these various handbooks, and supplementing their topics from month to month with current original researches, as well as with the most recent information gathered from scientific throughout the world, Merck & Co. publish two professional monthlies: a pharmacists' journal, Merck's Report, a practical journal of pharmacy, materia medica and chemistry; and a physicians' journal, Merck's Archives of the Materia Medica and its Uses. Besides these two journals, which are only sent to paying subscribers, the same house publishes an ephemeral or occasional journal, Merck's Digest -collective investigation of the newer materia medica, which is sent free on request to physicians and others expressing interest in any of its topics, and each number of which contains a compilation of the experiences of medical men with some one new drug or chemical.

In all their own investigations and the reports of others as printed in these several publications, as well as in their commercial business, Merck & Co. confine themselves strictly to the handling and describing of medicinal ingredients. The traffic in pharmaceutic compounds and ready-made medicines, especially in such as are called patent or proprietary medicines, is a field of business not in anywise touched by this house.

A SUCCESSFUL OPENING.

Retail dealers will be interested in a successful plan adopted by W. D. Wilmot, of Fall River, Mass., for advertising his removal with an opening. Finding it necessary to remove to an opening. Finding it necessary to remove to larger quarters he devised a plan of advertising by giving away sundries, etc., instead of the usual style of opening with an orchestra. He advertised his plan in a four-inch space in all the local daily papers and had 2,000 circulars printed, which he sent by mail to his customers. These circulars gave particulars of the new store and a list of 1,000 presents he would give away to the first 1,000 customers trading at his sway to the man store, and the purchase. The list included a Hartford tire which lists at \$\$,\$ at Christy Saddle, pedals, sundries, orders for free repairs, free lessons, etc., down in value to a piece of tire tape. He got rid of considerable shopworn stock among other things, but everything was of good value. Every person making a purchase, paying money on account, leaving a repair or transacting any business was invited to draw one of one thousand envelopes placed in the original boxes. Each envelope contained a free order for one of the thousand presents. His opening began at to a. m., Friday, February 17, and although the walking was very bad from the recent great snow storm he made nearly 900 small cash sales before closing Saturday night. Nearly every store, no matter how small the purchase. snow storm he made nearly 900 small cash sales before closing Saturday night. Nearly every one bought some small article just for the fun of the thing; 1,000 cash sales were made in three days, and in the first ten days fourteen orders were taken for the 1899 chainless bicycles alone.—Shoe and Leather Gazette.

ADVANCE POSTAL CARDS.

Philadelphia has, it appears, but recently Philadelphia nas, it appears, but recently espoused the advance postal long in vogue throughout many portions of the country. A sample of the Philadelphia form reads thus: "The privilege of an audience on about blank date would be highly appreciated. I shall ask but a few moments to discuss our products and prices, with the hope of securing your valued orders."—A merican Lumberman.

THAT advertising may bring the most re-turns for the outlay, and that it may be def-initely known that it is or is not paying, re-quires concentration of effort along tried lines. -Sacramento (Cal.) Bee.



"THREE LITTLE MAIDS FROM SCHOOL."

DENTISTRY ADVERTISING.

By John Z. Rogers.

one of the pioneers of the so-called three columns wide; and the smallest "advertising dental concerns." The ones run about sixty lines. largest office is at 54 West Twentyducted in connection with other offices in Brooklyn, Philadelphia and Chicago. All the advertising is done sonable and our work painless. We from the Twenty-third street office. try to say this in as many different Dr. W. L. Wight, the manager, recently gave me an interesting inter- big, black-face type, and had a general view on the subject of dental publicity. 'hurrah' style.

ence, and the result is that we now con- and bottom to set the ad off well. fine ourselves to daily and Sunday newsadvertising, and a dentist can never less the ad is a very large one. short distance of New York. We are do not pull at all in New York. or physician who advertises. They record is kept of the results. don't know why they have it, but it shoes or soap.

teen people on our pay-roll, including attendants, mechanical men and oth- things besides, that patients are very ers. Each operator is a specialist on liable to think themselves purposely either crown, bridge or some other deceived. We do, however, often say kind of work; they receive in salaries in our ads, 'Full sets of teeth, \$5.' more than the average dentist makes in practice; and there is no reason without resulting in our committing why they should not do at least as good work as the lone dentist around "Do you get many letters of in-the corner who doesn't advertise and quiry?" was asked. who is idle half the time.

nal pay us the best. The Herald used to pay us, but lately it has dropped off seriously, but I can not even guess the The New York Dental Parlors is reason. Our big ads are 300 lines,

"The best ad is a plain statement third street, New York, and it is con- of the facts that we have skilled dentists, a central location, telephone and elevator, and that our prices are reasonable and our work painless. We ways as possible. We used to use For a while we were "This office," said he, "spends about also victims of the 'One dollar coupon twelve or fifteen thousand dollars an- when presented' habit, but we have renually in advertising. During the five formed. I even think body type is years I have been here we have used large enough for all purposes, espeabout every kind of medium in exist- cially when there is enough space top

"We always use preferred position. papers. Dental advertising is peculiar It is well worth the extra charge, unget anywhere near the returns that one think we can get as good returns with can receive who advertises almost any a 200-line ad in a preferred position as other kind of a commodity. The from a 400-line ad run of paper. We principal reason for this is that it is can not key our announcements, as impossible to do any mail order busi- we have nothing to offer, not even a ness; and moreover, we can count circular. We use circulars in Philaonly upon securing patients within a delphia to good advantage, but they constantly harassed and handicapped can not advance any reason for it. by the opposition of so-called regular We are, however, able to tell what practitioners, who not only think it mediums pay us by having our dencriminal to advertise but consider it tists inquire in a graceful way of the their duty to malign every dentist who patients. This can be easily done does. Then I think the average per- without causing offense while the pason has a prejudice against any dentist tient is in the chair. A careful daily

"Mentioning prices in our ads is exists just the same. So for many another habit we have gotten out of. reasons it requires much more cour- We used to quote lists of prices, but age to advertise teeth than clothing, it was unwise, as the range is so wide on account not only of quality but de-"We have six operators and four-pendent upon the formation of the patient's mouth and a lot of other This gives an impression of low prices ourselves to any extent."

"Yes, three or four a day, but they "We have used all the dailies and amount to nothing as a rule, because Sunday newspapers in the city; but our patients must be here on the spot. they have been sifted down to the We have recently received a number three editions of the World, the three of letters from remote distances in the editions of the Journal, the Herald South in which the writers mentioned and the Press. The World and Jour- the New York Journal. One writer

asked that a 'mouth pattern' be sent so she could be sure to get a good fit, and another, even more enterprising, inclosed a piece of paper with an alleged diagram of her mouth roughly drawn on it. A number of these Southern letters contained money, which certainly evidenced a remarkable amount of confidence on the part of the writers.

"As far as weeklies, programmes, street cars and other mediums are concerned we leave them alone. We were in the cable cars for a time at an expense of \$250 a month and we never got a reply. These mediums are undoubtedly good for many advertisers, but they do us no good.

Dr. Wight regards the Chicago News and the Philadelphia Record as the best mediums in the respective cities for his business.

NASHUA REGRETS.

Hardly a day passes that the mail does not bring to newspaper offices in places like Nashua most ridiculous proposals for advertising space. One concern wants 600 inches, to be used at its convenience, for which it will give a set of books; another 400 inches, more or less, upon an agreement to pay a commission upon all aran agreement to pay a commission upon an ar-ticles where it can be proved that the purchaser mentioned the name of the newspaper in which the advertisement appeared; still another, but why mention a hundred adroit proposals since there is no money in any of them? Any news-paper can obtain enough of this class of ad-vertising to overflow its columns and not get cash enough out of it to pay for the food of the office cat. The meanest class of beggars, howver, are managers of metropolitan theaters. ever, are managers of metropontan theaters. They patronize country newspapers on an educational basis. It is all in the interest of art. "Your readers," so the request runs, "will be delighted to know of the success of the talented Mr. or Miss So-and-So, and of the unprecedented run of (here insert the name of the play and playhouse). Should you publish the inclosed notice in your editorial columns (usually see and often Secureth of section reaction). ally \$5 and often \$10 worth of reading matter), we shall be pleased to reciprocate the favor at any time you find it convenient to visit us." The any time you find it convenient to visit us." The proposition looks pretty on paper. The system, however, does not work so prettily at the other end. When an inland newspaper man puts in an appearance for return of courtesy he is told that "the man who has charge of the press is out." Possibly the other excuse will be given: "The free list is suspended to-day, but if you come down some day next week we would be more than pleased to see you." The speaker is very sorry sorry almost to fears. speaker is very sorry; sorry almost to tears, but the result is all the same; the inlander is turned down.—Nashua (N. H.) Press.

THE BASE OF THE PYRAMID.

What you say is of first importance. Next comes the way you say it. And last, the style in which you print it. I believe that this is the most important thing for any advertisement writer to learn. Most of them begin with the style, the display, color or quality of paper. The main thing is the business or article that is being advertised. That is the base of the pyramid. If it isn't right all the rest is useless.—Bates,

STORE ON MAIN STREET.

A NEW PROFESSION.

There is in New York a man who draws a combined salary of \$15,000 a year, employs no help, has no office, virtually does no brain or nanual labor, and yet renders his clients valu-able service. He has on his list fifteen to twenty department stores, and his business is to watch the delivery of goods from the Custom House which have been delayed by reason of difficulty with the treasury officials, and which, for that reason, are quickly sold in the auction rooms to the highest bidder. In this way thousands of dollars' worth of fine merchandise are sold for less than the actual cost of Custom House charges. Of these events he keeps his clients posted, and those who are in-terested must send their buyers to do the trading, for that does not come within his province. ing, for that does not come within his province. Within the last two weeks this man has given his clients enough tips to pay them more than double the salary he gets from each one of them if they felt inclined to profit by them. On Thursday, March oth, there was sold in a single day over 11,000 rolls of floor matting, comprising about three entire cargoes of sailing vessels, consigned to such houses as Arnold, Constable & Co. and Joseph Wild & Co., which, for some reason or other, were virtually which, for some reason or other, were stream, sold at the mercy of what buyers heard of the sale. The mattings brought less than 57 per cent of their cost in China, and the merchants who bought them were that much in pocket. who bought them were that much in pocket, On the same day, from 11 a, m. until 4 p. m., over ten thousand cases of granite and agate ironware were sold, the cause being the formation of the Granite Ironware Trust and the consequent general clean up of all the factories that joined the trust. At this sale there was scarcely a bandful of buyers, and this man's clients reaped a barvest. On Wednesday, March 15th, A. & S. Blumenthal & Co., possibly the largest weavers of fine ribbons in America, sold between the hours of co. as America, sold between the hours of 10 a. m. and 4 p. m. 6,800 boxes, nearly 70,000 bolts, of all-silk ribbons to the highest bidders, and experts have declared since that such low prices have never been offered for ribbons of such high grades. If all of this man's clients had purchased at these three sales of which he informed them, their combined purchases would have probably been fifty thousand dollars.—
Richmond (Va.) Times.

ILLUSTRATED BUSINESS NOTICE.



NOTES.

THE greatest authority on advertising in the landis PRINTERS' INK .- Dover (N. J.) Index. In the New York Journal of Sunday, April

2d, the Pennsylvania Railroad has a doublepage advertisement.

" EVERYBODY in Cedar Rapids swears by the

Evening Gazette-or at it. Hence, Every-body reads the Gazette," is the way that publication advertises

No effort will be made to push Cleveland Baking Powder. If it is called for it will be supplied, but it is believed to be only a question of time when it is withdrawn.—Grocery

The April number of the National Maga-sine, of Boston, contains what is asserted to be the largest single advertisement ever put out in any publication by the W. L. Douglas Shoe Company. It is a six-page illustrated article, describing how the Douglas Shoe is made and how it attained its popularity.

EDGAR J. ARNOLD, who has charge of the advertising for Hale's seven California stores, has gone for an extended trip through Eastern cities, studying advertising with the object of further increasing the business of this large dry goods firm. This is the first time such a representative has been sent East on such a mission by a California house.—San Francisco (Cal.) Examiner.

The oldest working journalist in the world is said to be Herr Leopold Ritter von Blumen-cron, on the staff of the Fremdenblatt of Vienna. He was born on Feb. 21, 1864, and last month celebrated his ninety-fifth birthday. Herr von Blumencron goes to the office every day, and writes with his own hand a leaderett or paragraph for the evening edition, as well as one or two contributions for the morning issue. - Fourth Estate, March 30th.

Issue,—Pouria Estate, march 30th.

The Pittsburg stogle is becoming popular in this city, not so much because of its cheap-ness, but because it is a cheap smoke. The toby has a peculiar history. They were first made in Wheeling by a Union soldier, who had a quantity of leaf tobacco and no cash. He made rough rolls of tobacco and sold them to the proper for it cents a dozen. It was not long. troops for 15 cents a dozen. It was not long before cigarmakers "caught on," and the stogic industry is one of the largest in the Ohio Valley.—Philadelphia (Pa.) Call.

THE publishers of the Passover edition of the New York Jewish Gazette state that this the New York Jewish Gasette state that this edition is the greatest success ever achieved in Viddish journalism. It comprises 116 pages, replete with special articles in Yiddish, English, Hebrew and German by the greatest leaders of Jewish thought throughout the world. Among its contributors are Theodore H rzl. the Zionist leader; Chief Rabbi Herman Adler, of England, who writes on "Charity"; Rabbi Gottheil, Miss Julia Richman, Mrs. Re Henry, Col. Ab. Gruber, who writes on the Jew as a politician; Hon. A. S. Solomons, of the Baron de Hirsch Fund; and Rev. Dr. Felsenthal; Henry Rice, President of the United Hebrew Charities; Prof. Lazarus, of the Berlin University, and others. the Berlin University, and others,

THE MOST VALUABLE CIRCULATION.

THE MOST VALUABLE CIRCULATION, Advertising moves the rich relatively less than the middle class. With the rich, saving by cheap buying is not a necessity. The wealthy have a few high-class tradesmen from whom they buy. It is the great middle class—the thousands who are trying to become rich—to whom it is important to know how and where they can save their money and time, as they turn to the advertising columns. It is circulation among these thousands that is most valuable.—Minuscapolic. thousands that is most valuable.-Minneapolis (Minn.) Times.

MASTERS OF THE ART.

There are no advertisers so fully posted upon the "science of advertising" as the prominent patent medicine men. They fully understand how to do it in all its phases. They can teach the local advertiser many things. It is safe for the local advertiser to watch these men who are experienced in the art; he can learn some good lessons.—Press and Printer.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—i/granted.

Must be handed in one week in advance.

ART PICTURES FOR FINEST EVER 10 x 14 SUPPLEMENTS Inches

Made by COLOR-PHOTOGRAPHY Reproduced from Famous Oil Paintings, Colored Drawings, Photos, Photogravures, etc., of the Drawings, Photos, Photogra World's Master Pieces in Art.

CHICACYPE PEINTERS AND ENGAPERS CO. 1205 to 1218 Rosece Blvd., Chicago. Correspondence invited from publishers. Send for samples and our lowest questations.

The Great Lakes Territory

is covered fully by

The

Detroit Suns

Drop us a postal

for rates.

Detroit Suns, Detroit, Mich.



Combined into one magazine of 32 p. at 50 cents a year. Combined circulation at advertising rate of one. Make contracts now, before the reduced price of subscription augments circulation to the point where we will feel like increasing the advertising

> LITTLE MEN & WOMEN CO. Troy, N. Y

GEORGIA.

OUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 33,000 monthly. Covers South and southwest. Advertising rates very low.

CANADA.

DAILY and weekly RECORD, Sherbrooke, Que. Daily circ'n 2,850. Only daily in 100 miles.

IT'S not only because we can and do get the right prices from Canadian newspapers that reply prices from Canadian newspapers that newspaper advertising but, better atill, or know which papers are giving results. Our ad-vice may save costly mistakes. Bates and plans cheerfully submitted. THE E. DESBARATS ADVEITTRING AGENCY, Montreal, Canada.

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

these grounds:
It is the only newspaper in Arizona published every day in the year.
It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfecting press and a battery of Linotypes.
It is the only newspaper in Arizona that has a general circulation.
a general circulation of the REPUBLICAN exceeds the theory of the Carlifory.
For rates address,

Charles C. Randolph, Publisher, or H. D. La Coste, 38 Park Row, New York.

88 W. JACKSON BOULEVARD, CHICAGO, ILL.

THE WESTERN WORLD has now taken a place among the 100,000 circulation papers and brings fine returns. Try it. Address,

The Western World, 88 W. Jackson Boulevard, Chicago, III. Or any Reliable Agent.

EVENING

OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

Average Daily Circulation in 1898 .. I 4,800

SPRINGFIELD, MASS.,

Can be practically covered by advertising in the

GFIELD NE

CIRCULATION STATEMENT:

Average for year ending September 30, 1898, **7,742**Average for year ending December 31, 1898, **7,934**Average for year ending March 1, 1899, **8,099**

NO EXTRAS. NO PADDED EDITIONS.
VERY BOOK OR MEMORANDUM OPEN TO INSPECTION

OLIET'S population from 1890 to 1900 will show an increase of 10,000. Here's what does it. Fat payrolls to labor and good prices to farmers.

March 1, 1899, three great loliet industries voluntarily increased wages \$150,000 a year.

The great Chicago drainage channel is being built, a new government building, city hall and library and hundreds of new enterprises are started

THE DAILY NEWS with 5.820 average circulation in February reaches this great hive of industry.

COUPONS **GRATIS**

In connection with every advertising contract placed with PRINTERS' INK or the American Newspaper Directory before July 4, 1899, subscription coupons will be issued to the full amount of the contract, the coupons being redeemable on presentation at any time during the present century, each coupon, when indorsed by the name of the subscriber, being

Good For One Year's Subscription for PRINTERS' INK. Price, Five Dollars,

One Copy of American Newspaper Directory. Price, Five Dollars. At the Option of the Subscriber.

For further information address, PETER DOUGAN. Advertising Manager of PRINTERS' INK and The American Newspaper Directory. No. 10 SPRUCE ST., NEW YORK CITY.

A PAPER OF KNOWN CIRCULATION.

The American Newspaper Directory Decides an Important Question.

From the Lonaconing (Md.) Star.

The STAR has never hesitated to have its circulation known, and an invitation to advertisers to visit our pressroom, examine our books and see for themselves has been kept standing for many years at the head of the paper. In 1894 the STAR took advantage of the facilities of the American Newspaper Directory, the standard authority on newspaper circulations and has kept a weekly record of the actual circulation each week ever since. These reports are filed semiannually with the publishers of the Directory, and show in figures the actual average weekly circulation of the STAR for each year,

The March issue of Rowell's American Newspaper Directory, just received, gives the STAR's circulation, as follows:

Circulation: Accorded 1,850 in 1894. Actual average during 1896, 2,234. Actual average awing 1897, 2,295. Actual average awing a year ending with Oct., 1898, 2,405.

Note the steady growth.

The / eview, which was rated in the Directory from 1891 to 1895 as having a circulation "exceeding 2,250," is rated in the March number as being "a kicker-unfriendly to the objects of the Newspaper Directory and gives little information.'

Although the same privileges are extended it by the Directory publishers it "gives little information." Referring to the Review the Directory also states that "a recent circulation statement has not been furnished from the office of the paper, a consequent probability that the withholding of recent information comes from the circumstances that the last circulation rating (exceeding 2,250) accorded to it is higher than a new statement would warrant."

Thus the STAR is the only paper of "known circulation" in Lonaconing, and in this connection, for the benefit of advertisers, we quote from Fame, a high authority on newspaper advertising:

Circulation that is an unknown quantity a difficult thing to value and is a good thing to let alone.

By referring to the STAR's circulation as given above it will be seen that it has grown steadily since 1894, and the next statement to be sent in in April will show a continual increase

The STAR wants its circulation made known.

CHARITIES, published weekly, is the organ of the Charity Organization Society of the city of New York.

It is the mouthpiece and authoritative exponent of New York charity. It is read weekly, not alone by members of the Charity Organization Society, but by others who are interested in New York charity. It goes into the homes of the richest, most influential and religious citizens of New York of every denomination. Its reading matter consists of reports from every organized charity movement in the world, together with a calendar giving day, date and time of meetings in New York during the coming week. It contains articles on every phase of the social problem. Its contributors and readers are men and women of intelligence, education, wealth and position, numbering among them city pastors, social writers and others who are interested in charitable work.

If you have any article to sell to Charitable Institutions, Homes, Hospitals, Infirmaries, Insane Asylums, etc., you can reach the managers of such institutions by an advertisement in

CHARITIES

(Official Organ of the Charity Organization Society of the City of New York.)

If you have anything to sell to the clergy, churches, religious or charitably inclined citizens in the city of New York you can do it by an announcement in Charities.

If you have goods of established reputation which sell to the rich you can secure no better medium than CHARITIES. It reaches them in their homes and is read by them from first to last page.

Advertising Rates here given are merely nominal. They will be raised 100 per cent or more in the near future.

All contracts closed now will be carried out at the present rate notwithstanding the contemplated increase.

Agate measurement, 13 ems width of column.

Classified advertising, 5c. per line.

Display advertising 2½c. per line, 14 lines (35 cents) to the inch. Full page, 200 agate lines, \$5; half page, 100 agate lines, \$2.50; one quarter page, 50 agate lines, \$1.25. Special position, 25 per cent extra, if granted.

Address all communications to VILLIAM C. STUART, Publisher, 105 E. 22d St., N. Y. City.

Special Announcement

The increasing demand for THE BEST in Poster Advertising—

our long established advantages in Chicago for work of this kind-

and our desire to handle, direct, all outdoor display work in this city for our customers—

are the reasons which have prompted us to add to "THE GUNNING SYSTEM"

THE GUNNING CHICAGO POSTING SERVICE

Its field is limited to the city of Chicago and suburbs wholly.

It offers distinctly representative excellence in Metropolitan
Bill Posting for Chicago and vicinity.

It is entirely modern in every particular. The boards are constructed on the most improved plan, affording longest life to the paper and lessening the expense proportionately. The locations are of greatest prominence. They insure the utmost advertising value of the paper.

We guarantee a service of uniform reliability. We have been pioneers in dependable outdoor service. We have made the greatest business and greatest success of it.

For a quarter of a century we have carried on extensive operations in painted displays in all parts of the United States and Canada. The experience thus gained enables us to treat this Chicago bill posting proposition on the right, liberal and advanced lines. We fully understand the Chicago needs of advertisers and our policy will be to exercise closest watch over their Chicago posting interests at all times.

Inquiries on rates, locations, etc., will be promptly answered.

THE R. J. GUNNING CO. DISPLAY ADVERTISING Values and

289 Wabash Avenue, CHIGAGO.

BUSINESS BUILDING.

Lucky 13

No more climbing stairs.

No more groping through dark hallways.

On May 1st I shall take possession of the store and basement at No. 13 Spruce St., and there is no shade or grade of ink manufactured that will not be found on my shelves, or matched at short notice. I started in 1894 in a small room 20 feet square on the top floor of No. 10 Spruce St., and it was wonderful to see how good-naturedly my customers accepted the situation after climbing four flights of stairs.

They realized that I deserved recognition, as I was the means of releasing them from the bondage of

high prices.

They could buy from me just the quantity needed on a small job, at about one-fourth the prices charged by my competitors. Within a year I was forced to secure larger quarters and hired a loft 25 x 100 on the second floor of No. 8 Spruce Street. My new location will be double that size, and I am in hopes of adding another floor within a short while.

I am best liked where best known. Do not forget to call on me when in my vicinity, and if your purchase only amounts to 25 cents you are treated with the same courtesy as one who spends \$25.

Send for my price list.

Address (until May 1st),

PRINTERS INK JONSON,

No. 8 Spruce Street,

New York.

A minimum fee of 10 cents is charged for collection of out of town checks. So kindly remit by money order or bank draft on New York.

This is the man who makes it.



This is what he makes.



These are the men





who help him advertise it.

Before an Advertising Court

Such testimonials as these would have great weight.

SEARS, ROEBUCK & CO., "Have expended over \$100,000 in this List."

Sears, Roebuck & Co., Chicago, June 4, 1898.

Mr. Joseph W. Kennedy, Adv. Mgr. The Vickery & Hill Co.,

No. 520 Temple Court Building, New York, N. Y.

Dear Sir: I take pleasure in testifying to the merits of the VICKERY & HILL

LIST as an advertising medium, and perhaps there is nothing I could say that
would recommend these mediums as highly as the fact that I have been a
constant advertiser in these columns for the past 12 years, during which time
I have expended in this List alone probably upwards of \$100,000, and the last
few years we have used larger space than ever before. We are now about to
close a yearly contract aggregating upwards of \$25,000, and as we use every
possible means of knowing that our advertising pays, you can be sure that we
make this investment of upwards of \$25,000 annually in this List at a handsome
profit. Very truly yours,

SEARS, ROEBUCK & CO., per R. W. SEARS.

R. H. INCERSOLL & BRO.,

"Results went way beyond our expectations."

New York, Sept. 16, 1898.

Mr. Jos. W. Kennedy, 520 Temple Court, New York City.

Dear Sir: In looking over our record of advertising during the past summer season, we are very much pleased at the results obtained from advertising in the VICKERY & HILL LIST We have used, as you well know, quite large space during the summer months and while other publications fell completely flat, the results obtained from advertising in this List went way beyond our expectations and enable us to put the Vickery & Hill Combination at the head of all the papers used by us during the summer months. We are enabled to calculate these results to a certainty, as by our system of figuring out costs, etc., of advertising we are enabled to state within 8 per cent the source of all orders received. Yours very truly, R. H. INGERSOLL & BRO.

The Vickery & Hill List

Hearth & Home, Fireside Visitor, Happy Hours, Good Stories.

One-and-a-half million copies per month guaranteed. Every copy in a separate wrapper to a separate address, \$6.00 per line,
June forms close May 1st.

THE AMERICAN WOMAN

One-half million copies per month guaranteed. \$2.00 per line.

June forms close April 25th.

Combined Circulation Two Million Copies per month. \$8.00 per line.

Every copy in a separate wrapper to a separate address.

THE VICKERY & HILL PUBLISHING CO., 520 Temple Court. New York City.

JOSEPH W. KENNEDY, Manager of Advertising.

"When one is in Rome one must do as the Romans do."

'Tis good advice, but when you are in Paris

do what every true American will do: make your headquarters in the spacious offices of the

> Brooklyn Daily Eagle

PARIS BUREAU

Boulevard de la Madeleine

There you can:

Write your letters, receive your mail, meet your friends, look over the papers and attend to one hundred and one other matters of importance to yourself, and there every courtesy and assistance in the power of the Bureau will be shown to you.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of Printers' ink are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

In many of the advertisements shown in this department no prices are given: but it should be understood that prices ought to be used almost invariably in retail advertising. What is given here is merely intended by way of introduction or suggestion for the first part of the advertisement or as an idea to be used in connection with other advertising, and with more complete detailed descriptions and prices.

High class Dry Goods.

Costumes For Summer.

Rare elegance of material, beautifully enriched by inser-tion of lace and embroidery. The skirts, fashioned by clever costumers abroad, represent the coming season's most exclusive styles. Simple or elaborate, as styles. Simple or etaborate, as you choose—each complete when you attach the band.
WHITE PIQUE,
COLORED CHAMBRAI,
WHITE BATISTE,

of finest weaves. Distinctive, correct, not high priced. Materials and trimming for the waist, uncut, give free rein to individual taste and style in the making. Our latest importation.

In Safe Hands.

Watch Your Watch.

If it doesn't work the way it ought to, bring it to me.
I will tell you what ails it in

short order.

If you leave it with me for repairs you can rest assured that it will receive the same scientific treatment that I would give to my own.

Good Argument for Glasses.

The Boy With Glasses

is far more apt to be a man without glasses than the weak-eyed little fellow whose "optics" are not taken care of. I test eyes free of charge. I put up the best glasses for the least money. Come in and have your eyes examined, and get prices and satisfy yourself.

Going After Business.

Send Us a Postal Card.

We will call for your clock, mend it, so that it will run without stopping, and will keep correct time-and will deliver it without extra charge.

For Alarm Clocks.

Do You Miss the Whistle?

Are you late getting down to Are you late getting down to work in the morning? Bette-invest a dollar in one of our alarm clocks and save time—it's precious. Clocks cheaper and clocks higher. "Mustgetups" cost more, but they don't stop alarming until you stop them.

Sounds Reasonable.

Muslin Underwear.

Underwear manufacturers are good and bad in spots a maker who is a perfect tailure in fine night-gowns will make the best flannelette petticoats in the market, and so on. The women who run this underwear store know the strong and weak points of the various makers thoroughly; and from the vast mass they choose the best with a keen eye for goodness that no man managed store can equal.

Here are some of the good things of their choosing. Compare them with similar goods from other stores, and note the

difference.

Musical Wheels.

Does Your Bicycle Sing?

If you will watch the wheels that go by you on the street you will see many of them that do sing, but we are proud to say they are cheap wheels, and not any groaning bicycle is hardly the proper thing for our good roads. Has the Right Ring. For Dry Goods.

The Advantages of Buying

There are marked advantages in buying at "——'s." We believe that there is no more need for chicanery and falsity in the mercantile business than there is in one's own family. And the presence here of thousands of buyers is evidence of general confidence in this ruling spirit.

Our system is safe, satisfying nd not sensational. Our qualand not sensational. ities are always reliable, and our prices are exceedingly low. Our offerings are full pieces of new clean goods and complete assortments of perfect garments and articles, instead of a conglomerate mass of mill leavings and riff raff of job lots.

And while bargains advertised in this space are especially for Saturday selling, the bargain-Saturday sening, the bargam-seeker is by no means restricted to them. All of our special offers made in this paper on Wednesday and Thursday are still available, and will heip to make extraordinary end-of-theweek retailing.

Not New, but Good.

Our Store Is Your Store.

Visit it when and as often as you like. We are pleased to serve you at all times, and our prices, which are always low, will, if you desire tootwear, make our shoes your shoes.

Our goods please and our prices sell.

Alliterative and Attractive.

Cyrano Choose Charming Company.

Cyrano chains are remarkably popular among fashionable young ladies. Each one is a yard and a half of beaded brightness and novelty, suitable for wearing with evening or street costumes. Just for adornment-or for pretty usefulness when hooked to fan, watch or what not.

Black and steel, white and gilt, purple and gilt; pink, white and gilt; red, white and gilt; torquois and pearl; amber, gar-net, blue and gilt. Various other effects, too.

Prices: 50c. to \$1.35.

Flour.

Probably

you say the flour you are using suits—you won't if you once try

For Women's Tailored Suits.

Women's Tailored Suits.

Never before in the history of women's tailoring have the suits been brought to so high a degree of perfection as those of this season. We have all our suits made especially for us by New York's leading tailors, and there's a fit and hang to them that is not found in the suits that are usually offered in dry goods stores. There's such a goods stores. There's such a

moment you try a suit on you cannot help but notice it.

There's 350 Tailored Suits here to day for you to choose from, and at every price, from

\$7.50 to \$50.

A Dinner Set Ad.

Blue Table Ware

on a white cloth gives an alwayspretty effect.

There's no other color that is so effective under all circumstances

Our blue Hague pattern of dinner ware is just enough cov-ered-not too heavy. It's one of the best low-cost stock patterns we have. It's in the show window to-day.

Tumbler Talk.

About Tumblers.

When you buy thin-blown tumblers you want the clear ringing, brilliant kind.
Our blown tumblers are from the factory that uses the best glass that we know of. Their tumblers are clear, bright glass—like but groups.

light, but strong.
Our prices will please you as well as our qualities. All sizes are here.

Sounds Inviting.

We haven't half the attention we ought to have from men who appreciate clothes-to be fair, a s can do better elsewhere.

Will you look through our workrooms? There's nothing like it for showing you what we mean by good work. We have common interest with you.

For House Cleaning or Moving Time.

Will You Move?

Household ammonia, sponges and chamois are in demand by housewives just now-it's clean-

Paints, oils, brushes and all such like-lots here at little prices.

Appetizing.

Princess Cake.

Three white layers of perfect purity, white icing, topped off with English walnuts. The with English walnuts. The flavor is pineapple. This cake is the most popular of all "our own baking." Usually 35c. To-day 30c. each. It will soon be too warm for

doughnuts; enjoy a dozen of good toothsome home - made 10c. doz. to-day-usually ones rac. doz.

A Laundry Ad.

Miles of White Linen

are worn here in — and washed at this laundry every - and

day. Starched linen collars, shirts and cuffs must be unquestionably immaculate, done with no risk, a certainty as to result.

's laundry has come to represent this to men who make any effort at all to dress well.

For Flour.

Every Barrel of Our Patent Flour You Use

will tend to convince you of its superior nature. It stands in quality head and shoulders above the average flour. Suiz-able for all kinds of cooking, yeast bread included.

We will sell a small quantity for trial.

Sounds Reasonable.

80 per cent of all chronic headaches are due to some form of eye trouble, requiring glasses as the remedy. Other disorders, arising from an over-expenditure of nerve force, occasioned by defective eyes, are also entirely cured by removing the original source of the trouble.

Now, instead of taking at once to medicine, if you are a victim of oft-repeated headache, come and have your eyes examined, then you will know whether medicine will be beneficial or not.

EXAMINATION FREE.

For Diamonds.

Dollars and Diamonds.

For your dollars you get the biggest value in diamonds here.

I make a specialty of sell-I make a specialty of sell-ing precious stones at the smallest possible margin of profit. A thorough knowl-edge of the value of stones, low rent and spot cash buy-ing enables me to do this.

Quant to Make Women Want Them.

Underwear For Women.

Petticoats so silk-like that silk itself is scarcely more hand-They are made of sateen, which, by a new process, is given a beautiful luster; in rich shades of lavender, purple, green, cerise and garnet; made with a deep corded flounce, with two gathered ruffles; flounce neatly lined with percaline. All the effectiveness of silk that might cost three times the price. These are: \$3.50 each.

For a Dealer in Diamonds.

Money Well Invested.

When you buy a good diamond, and buy it at the right price, you have invested your money well. You can wear it for years and benefit by its ornamental value, and if circumstances require that you need ready cash you can always sell it at very near

we make a specialty in deal-ing in fine stones, and can sell them at prices which is impossible for dealers who buy on credit and have high rents to pay.

It Pays to Pay Attention to Little Things.

Toilet and Sewing Needfuls.

We think it worth while to be articular about the goodness of little things. An instance: The
Spring Hooks and Eyes
at 5c. a card are of brass, silvered for the white and enameled vered for the white and enameted for the black. Ordinary kinds that look as good and seem cheaper are of iron, that rusts and ruins the garments at the first wetting. The brass, of course, does not. The same carefulness and economy all through the stock. These price hints:

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Fones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care Printris' lkg.

McManus, of Newton, Kan., with the request to tell in what way it can be improved in order to bring better results.

As a circular, I think it is too large for ordinary use. Without measuring it I would guess it was two by three feet in size, or about as large as a double page of an ordinary newspaper. This makes a circular that is unhandy to distribute and unhandy to read. If it was cut into two circulars half the size, and one sent this week and the other one the next, I think more good could be accomplished than sending a circular like this every two weeks. The headlines to the circular are not very strong, and like the circular itself there is too much of it.

In the headlines are some expressions like these:

"Make this store a visit when you are downtown-Get in on the ground floor and avail yourself of the advantages, etc."

It might be presumed from this that Mr. McManus was troubled with some of his customers coming in through the second story window, and that he wanted to inform them that the proper way to get into the store, when they made their visit down-town, was through the ground floor entrance.

Slang expressions like "get in on the ground floor," are not very elegant, are still very expressive and sometimes add to the strength of an argument when used in the right connection, but when mixed up with other matters, as in this case, it rather weakens the remainder of the argument in the head-

Mr. Chas. F. Jones, New York, N. Y.:

DEAR JONES—I read your articles in PRINTERS' INK with much interest, and I have found many hints in them that have proved of value to me in my small business. Here is a ques-tion I would like you to answer for me. Would it be advisable for me to add a ladies' tailoring department to my present business, which is altogether men's ready-made clothing? CLOTHING. Yours respectfully,

It appears to me that to add a ladies' tailoring department to a business al- showing for a retail store if rightly ready consisting solely of men's ready- used. There are some features to be

I have received a large circular from made clothing is going to an extreme.

If I wanted to enlarge a store of this character, I think I would add other goods that men use in preference. I would add men's furnishings, hats and shoes. I believe this would bring better results.

First, because men who are now buying clothing would in all probability buy their furnishings, hats and shoes in the same store, and thus the store would not only gain new customers that the new lines would bring in, but it would make larger customers of those who are already in the habit of patronizing the store.

Then again, a ladies' tailoring and men's clothing department in the same small building are not apt to draw well together. A great many ladies will object to going into what is already known as an established men's clothing store in order to have their measure taken for their garments. Then a great many men will object to buying their clothing in a store where they are liable to come in contact with

I think the better plan of enlargement is along the line of trade already started.

After all the men's lines have been added, then it might be well to branch out in the lines of ladies' goods if a still larger variety for the business is found necessary.

BRIDGETON, N. J.
Mr. Charles F. Jones. New York, N. Y.:
DEAR SIR-We inclose you a copy of the

DEAR SIR—We inclose you a copy of the way we are advertising at present.

We can not afford to buy more than this space three times a week. Do you think this is as profitable as any other way of having matter set up? If not, and you will kindly advise us of something different, we will be very much obliged to you. We have been reading your valuable department in PRINT-BRS' INK for more than a year and it has given us many good points, in fact we have used many of them. Kindly omit our name and oblige, yours truly,

The space occupied by the advertisement which accompanied this left.

tisement which accompanied this letter-five inches, single column-ought to be sufficiently large to make a fair commended about this advertisement the daily paper with a retail store. It and some not to be commended; it is is to my mind by all odds the best not either sufficiently good or bad to deserve reproducing here. The advertisement makes a good display of place and can quite frequently be used prices and that is commendable. There are three statements at the bottom, however, that do not sound truthful.

"All Agate Ware reduced below

"Matting reduced below cost."

"Picture Frames made to order at half price."

I think the public generally have become so thoroughly disgusted with advertisers who profess to sell below cost, that even if it is true it is well to avoid such statements, unless the statement is accompanied by some explanation as to how the goods came to be sold below In other words, as a rule, the store that says it is selling below cost is not believed unless it can prove by a statement of facts that it is doing

just as it professes to do.

Another thing I noticed about this advertisement. At the bottom of it the publisher has a mark to indicate how long the advertisement is to run. In the copy which I have the marks are a little blurred, but I make them out to read: "14t, Ip, tu, th and fri." This would indicate that the advertisement is to be inserted fourteen times on first page on Tuesdays, Thursdays and Fridays. If this advertisement is to be inserted fourteen times without change, I am satisfied that this firm is not going to get the returns from their advertisement that they ought to have. Retail stores, dry goods stores and general stores particularly must learn that their advertisement should be as fresh as the news in the paper, i. e., changed with every issue in order that they may get the best results. Do not, under any circumstances, repeat your advertisements over and over again.

Mr. C. F. Jones, care of PRINTERS' INK, New York:

DEAR SIR—Having read your very instructive articles in PRINTERS' INK for nearly two years, we are led to write you upon the subject

of our advertising for 1899.
Would you recommend that we use booklets or folders instead of newspaper space, or vice

versa, or both?

We have about 50,000 population and lots of competition.

mpetition.

Have advertised in newspapers several years
are not satisfied with the result. Very and are not satisfied with the result. BURNETT & Co. truly.

I do not think there is any means of advertising that will take the place of ple insist on having it is almost if not

medium of advertising.

Booklets and folders have their to great advantage in connection with newspaper advertising, but if a newspaper can be found that covers the territory and reaches the people that the store wishes to reach, the newspaper is the best and the cheapest means of advertising.

Therefore my advice to Burnett & Co. would be to use both, but let the newspaper get the bulk of the money.

The fact that Burnett & Co. have been advertising for several years and are not quite satisfied with the result is not an argument against the newspapers. The fault might be somewhere else. It might be in the writing of advertising.

My experience has led me to believe that nine times out of ten when the local retail store finds its advertising unprofitable it is the fault of its own advertising rather than the fault of the

newspaper.

. Mr. Charles F. Jones, New York, N. Y .:

DEAR SIR-Inclosed you will find a number of advertisements. Will you kindly criticise them and give me points as to how they might be improved?

I write the advertisements for the largest dry goods store in this town. We have space in the two dailies in town as well as the one weekly. We carry a \$60,000 stock and do a fair business, but we have very heavy competition. We sell for one price as far as possible, refund money where people insist on having it, and our trade is of the best class.

Any information you may give will be thankfully received. Yours truly, R. O. S. R. O. S.

The advertisements which accompanied this letter are very good typographically and as literary productions, but I do not believe they will bring quite as much business for an ordinary dry goods establishment as they would if they had more prices in them.

As a rule, people to-day read advertisements to get information about the merchandise which the store has for sale and the price that the store asks for this merchandise. This should be the point of every announcement.

The policy of selling for one price as far as possible does not go far enough. It is possible for any store that makes up its mind to it, to sell absolutely at one price to everybody. It is the only correct policy and one of the best ways in which to build up the people's confidence in a store.

Also refunding money where peo-

quite as bad as not refunding it at all. further I should think a larger adverand cheerfully if there is any reason thing instead of cutting down profits why it should be refunded. If goods are not satisfactory or are brought back in a saleable condition, it ought to be the policy of the house to refund money without any question.

Some merchants have an idea that offering to refund money liberally will cause a great many of their customers to impose upon them. It does not do anything of the kind, and what if it does? A few people may impose upon you, but the vast majority of your customers will feel more confidence in you and your merchandise if they know they can always get the money back on anything they buy.

I believe women in particular will buy more freely at a store where they are sure they can get their money back

if they want it.

I was sitting in the cloak department of a Sixth avenue store not long ago, and near me were two ladies, one of whom was buying a wrapper. One of them seemed to be very uneasy for fear a wrong selection would be made, and was having the salesperson tell over and over again the merits of the goods and the styles. The other lady said to her:

"Oh, do not take so long. Buy, and let us go. It must be the right style as the saleslady tells you. When you get home, if you find it is not as represented you can bring it back and

get your money."

"If that is the case," replied the other lady, "I will take this one," and she quickly selected the garment that the saleslady had recommended.

. Mr. Charles F. Jones, New York:

Mr. Charles F. Jones, New York:

DRAR SIR—Opened our store in this small town two years ago. This year have done a \$12,000 business on a \$4,000 stock, making a gain of \$3,700 over last year. Sell shoes costing \$1,50, \$2, \$3.50, etc., for \$2,25, \$3, \$3,50, etc. Wishing to make a gain next year over this of not less than \$5,000, would you advise cutting the \$2,25 shoe to \$2, the \$3 one to \$2,75 and the \$3,500 net of \$3? Spent \$500 this year for advertising. Is this amount enough? Respectfully. Respectfully, BUSH & Co.

I think the margin of profit that Bush & Co. get is small enough for a little town, provided the competition

is not too strong.

I am also sure that a growth of nearly 50 per cent in a year is a pretty healthy growth and a pratty sure indication that the profit asked is not too large.

Money should be refunded promptly tising expenditure would be the proper on shoes. One hundred dollars a year is quite light advertising for a twelve thousand dollar business. If the store has opportunities to advertise judiciously, I think it could even spend three or four times this amount without over advertising.

> Again, I do not believe it is always the wisest policy in making reductions to go throughout the entire stock and reduce everything. Making marked reductions on one or two things and using them as advertising features often brings a great deal more business and does not take all the profit

away from the average store.

C. F. Jones, Esq., care of PRINTERS' INK:

DEAR SIE—Inclosed find an advertisement.
Will you kindly criticise same, and give me
pointers as to how it might be improved?
Would you advise less reading matter?
Would you advise less reading matter?
The population of our city is 1,900.
We advertise like this in two weekly papers.

Change every two weeks.

I sometimes think less advertising for the size of the place would do. What do you think about it?

Any information given will be .hankfully received. Another Jones

The difficulty with this advertisement is that it takes too much space in which to tell the short story. writer evidently had in mind the idea that he must fill the space with something, and only having one piece of merchandise to talk about he has overwritten the subject.

If it is desirable to use as large a space as a quarter of a page, I think it would be better to put more matter in it, that is, more different kinds of matter, treating each subject briefly, rather than repeating over and over again the same thing in order to fill space, or if only one subject is to be mentioned, then tell the story in a clear, convincing and short way, leaving the rest of the space blank. A white space of an inch or an inch and a half all around the matter set in the center will make a much more attractive advertisement than if the same space was filled full of type.

I think another way to improve the advertisement would be to change it every week. There is hardly any store that can afford to pay for a quarter of a page advertisement, but what can find something in its establishment upon which a new advertisement can In order to increase the business be written for each issue of the paper,

PLANS TO INCREASE "L" TRAFFIC.

THE CONGESTION ON SURFACE LINES TO BE RELIEVED.

F. om the Brooklyn Daily Eagle, April 2d. [From an Interview with President Rossiter.]

President Rossiter, when seen yesterday by an Eagle reporter, said:

"This issue of new stock, while it can be termed a dividend, has been authorized for the purpose of giving some recognition and return to the stockholders. It was thought better to allow them to participate in this extra issue and make some profit on it at par rather than to sell the stock to a syndicate. We propose to spend this year over \$2,000,000 in improving the properties owned and controlled by the Rapid Transit system, and this money will be expended on the Brighton Beach road, the Brooklyn Elevated and the Prospect Park and Coney Isl and. When all this work is completed the railroad properties of the Rapid Transit system will be placed in firstclass condition, and the people of Brooklyn will be given the most efficient service afforded to the residents of any community in the United States.

"One great object," continued Mr. be the establishment of actual rapid stations beyond that. The same systransit in Brooklyn. We intend to tem will be followed on the Brooklyn make a feature of the elevated lines, Elevated lines, so that business men and by electrically equipping them the to whom time is valuable, and women running time will be materially re- bound for shopping districts, and who duced. In fact, it is intended to make live a mile from the bridge, will find it the elevated lines so popular that the to their advantage to take the elevated bulk of the travel will be on the over- lines. head system. Instead of running cars minutes.

the electric system of motive power, small cost as compared with the present steam system.

cars. The electric elevators will be out in at all the principal stations, so that the long climb upstairs, which has nade the overhead system so objectionable, will be avoided. This will be done without any great extra expense to the company, as we have the power to run the elevators, and the nan in charge of the elevator will colect fares and, therefore, we will not have to hire extra men for the stations overhead.

" An express train service will be inaugurated, so that on holidays and in the summer time the cars which leave he Brooklyn Bridge at the Manhattan end will go direct to Coney Island without a stop.

"Of course way trains from the various sections to Coney Island will also be operated for the passengers who board them at the intermediate stations. If the express train system proves popular the trains will be run with stops at long intervals during the daily morning and evening rush. In other words, if we secure control of ths Kings County Elevated, a train coming from the Manhattan end of the bridge will make its first stop at City Hall station, its next stop at Vanderbilt avenue and the third stop Rossiter, "that will be achieved will at Nostrand avenue, and all the other

"With electricity we expect to run every eight minutes in the rush hours the cars at a much higher rate of speed and every ten or twenty minutes or than has been possible, and we expect half hour in the middle of the night, to get to thirty miles an hour. A savwe will run cars on the elevated lines ing in time of fully one-third will be throughout the entire day every two made in comparison with the present steam system. With new cars on the "We can do this through the use of elevated lines, electric elevators at the principal stations, all the stations which will permit us to run one-car lighted by electricity and fitted up so trains when traffic is light at a very as to present a bright and attractive appearance and with cars running every two minutes, it is expected that there "Every effort will be made to in- will be no great difficulty in inducing duce the people to ride on the elevated the public to patronize the overhead lines rather than crowd into the pres- Island Railroad Company, which has ent jammed surface cars, where they are jostled by others and where their toes are stepped on, their clothes ruffled and tempers lost. With a clear track overhead there will be no danger of accidents, as there is on the surface A fifty-year contract was made beroad, and this is another important tween these two systems on behalf of factor in our decision to make con- th Long Island Railroad, which conditions such that the greatest amount of traffic will be handled by the elevated roads. We will also inaugurate a liberal system of transfers between the elevated and trolley systems so that a passenger can ride the greater portion of his journey on the elevated line and complete it by way of the surface lines."

In response to a query as to whether different rates of fare would be charged to the seaside resorts this summer, as had been rumored, now that a practical monopoly of this business had been secured by his company, Mr. Rossiter said:

"No cnanges will probably be made for some time to come, and if any changes are made they will most probably be in the way of reducing the fare on the elevated seaside lines, where the rate has been ten cents, to five cents, and increasing them on the surface lines. This will be in line with our policy of inducing the people to ride on the elevated lines. There are many people who, although desirous of going to the suburban resorts, object to be subjected to the great crowds that have hitherto jammed the trolley

"If we raise the fare on the surface cars and lower it on the elevated, it is reasonable to suppose that the mass of people, especially those from Manhattan borough, will take the elevated seen before either in an L or surface cars, and this would give ample ac- car. The size of the cards-16 by 24 commodations to the people of Brook- and 16 by 48 inches-made them easlyn who have heretofore found the cars crowded when they sought to board sence of glass contributed materially them in the center of Brooklyn. No to the display. Other roads have decision on this phase of the matter copied Kissam & Co.'s methods, but sit on the elevated lines.

The Prospect Park and Coney in the Borough of Brooklyn.

been leased to one of the Rapid Transit subordinate companies for 999 years, has been operated for the past three years by the Brooklyn Elevated Railroad by way of the inclined plane at Thirty-sixth street and Fifth avenue. trolled the Prospect Park and Coney Island Road. It is understood that similar leases of 999 years will be made between the Rapid Transit system and the Long Island Railroad in connection with other portions of the Long Island Railroad mileage within the This is understood to city limits. have particular reference to the Atlantic avenue line, which is now being connected with the Brooklyn Elevated road by an inclined plane at Flatbush avenue and which is to afford a connection so that trains can be run direct from the Manhattan end of the bridge out to Jamaica.

A third connection was made last year at Chestnut street and East New York and a service from the Broadway elevated line was inaugurated out to Rockaway Beach.

The advertising in the Brooklyn Union Elevated is controlled by Geo. Kissam & Co.

In this connection the history of the development of modern publicity as is now shown in the cars of the Brooklyn Union L R. R., under Geo. Kissam & Co.'s management, makes interesting reading. When they secured control of the advertising privileges of the Brooklyn L, many people thought they had made a serious mistake, but their many years of experience and practical knowledge of the street car advertising business enabled them to intelligently supply the right kind of advertising in an elevated car. Their success was immediate; no such display was ever ily read, the curved racks and the abhas been reached, but if any change is the cars of the Brooklyn Union L made in the way of increasing fares it to-day are in their appearance superior will be done in this direction and for to that of any other L railroad in the the reason that we can handle the peo- country in their advertising display, and ple better and give them quicker tran- also to-day they are without exception the very best and cheapest advertising

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Most ads need a border-not one of that are absolutely necessary to an ad those flowery things which the pub- are that it should be conspicuous and lishers of your paper seem inclined to that it should say something when it overwork, but a plain black rule, what has been seen. printers call a nonpareil rule, entirely around the ad. Then with only the title of the ad displayed and your signature and the rest of the ad in plain . reading type, you will have excellent message they carry tells something, display.

style of setting.

appeared recently. It is prominent week after week impression that you

The very best way to display ads in the average trade journal is by using very heavy black and white effects.

When ads are seen and when the then the ad has done all that an ad Vary your space occasionally by can be expected to do. If you have a using, for instance, eight inches single long continued story to tell about your column instead of four inches double, goods, make one point in each ad and Keep the same rule border around the only one point as convincingly as posad in this new form and have the same sible. Make each ad complete in itself, but related to what has gone before and what will come after. This This advertisement of Ed. Pinaud's is the only kind of trade journal adis one of the most effective that has vertising to do. It is the continuous

must work for. No one ad will make or break any concern. It is the cumulative effect of all the ads that makes a house well' known and prosperous.

If you have something to sell that the dealer ought to want, and you sell it at a right price, you have every element necessary for doing good advertising. The only thing that remains is to do it.

You should write your ads with only the dealer in mind. You must believe and make him believe that he can not do business without your goods.

Then you must make your ads a novel or unusual arrangement of the type or cuts, or by adopting some such device as strong black and white designs. Remember that in display an ad all displayed has no display.

Most ads contain too many kinds of type. The fewer kinds of type and the more that type is set in one solid block, the better the ad will stand out. Broken up into spots and paragraphs, it has a scattered and spotted appearance, which makes it look like every other ad on the page. There is no distinction or individuality about it.

There is a bright cigar man in Gales-



wherever it is placed and in whatever so conspicuous in the paper, either by space it occupies. It has been used in sizes from about two inches single column to a half page in the magazine.

Effective advertising to the trade is not so much in simply telling the good points of what you have to sell as in proving that those good points make it easier and more profitable for the retailer to sell those goods. You should do it if you want your advertising to pay you as well as it might and should.

No matter how good an ad may be in its wording, if it is not seen its message will be lost. The two things

poor men.

Here is the wording of its ad which I cut from the Galesburg Republican-Register.

UP IN SMOKE!

THE BARRISTER CIGAR. FORTY THOUSAND BARRISTERS CREMATED HERE LAST MONTH.

If you have money to burn, try one and be convinced of their excellence. For sale by all first-class dealers. Made in three sizes: Perfectos, 10c. straight; Puritanos, 3 for 25c.; Little Barrister, 5c. straight—a worthy chip of the old block.

> HENRY MAYER & SONS. Sole Distributors.

Evidently Henry Mayer & Sons do not think much of their Barrister Cigar. They speak of forty thousand of them being "cremated" but they don't say why.

The average smoker wouldn't care to associate the pleasures of a good cigar with a word which is usually used to denote the disposal of refuse

and dead bodies.

There are cigars of course to which the word "cremated" applies exactly. There are cigars which ought to be cremated as far as possible from the habitations of mankind. We can't believe that the Barrister is one of these kinds. If this were so Mayer & Sons show great courage to use the truth in speaking about it no matter how much it may hurt their business.

In the very next sentence they go still farther to deter one from smoking the Barrister cigar, for they say, " If you have money to burn, try one and the goods. be convinced of their excellence." other words, if a man is so rich that he doesn't know what to do with his money, he can afford to smoke the Barrister.

It further states that the perfecto size of these cigars is only ten cents

straight, which is not an exceptionally high price. Does it mean then that the cigar is so poor that the man will get very little smoke for his money?

Henry Mayer & Sons must have a tremendously good cigar business if it will stand a shock like this.

not as anxious to sell the cigar as he to original work. is to have an ad that is "pretty darn clever, you know." When he goes as Wanamaker's supplements its large down Main Street to his place of busicatalogues with a number of smaller

burg, Ill., who wants it understood ness in the morning, he wants his that his cigars are not smoked by friends to stop him and say, "Hank, that was a good ad you had in the paper last night. Did you write it yourself?" Of course Hank did not write it himself, but he likes to have people think so, and in his mind this is a good ad and he is doing good advertising. As a matter of fact, he is so well known and the cigars he sells are really so good, that it will be hard for an ad of this kind to hurt him as much as it could, but if he continues to keep up advertising of this kind, it wen't be long before people will begin to believe that the cigars he sells are good only for the crematory.

> It costs no more to print a circular that has been set up in a good way than it does to print one which has been set up in a bad way. The typesetting can't cost very much in any Much can be done with type, ink and paper alone to make a folder effective. It requires some taste and some knowledge of type display to do this. Any old printer can not do it. The man who knows how to do it will probably charge for it, but it is worth all it will cost.

> The mail-order business of the big department stores in this country is quite generally advertised by semiannual catalogues that are works of art. These catalogues cost a good deal of money, but this money is not spent in costly lithographed covers or anything of that kind. A good deal of it is spent in exactly reproducing

> The art of showing the goods just as they are in designs and type has been brought up to the highest point by large department stores, such, for instance, as Wanamaker's. The ad gives a picture of a garment, or whatever it is for sale, and gives a description of it in text which brings it exactly before the eyes of the purchaser.

The catalogues are usually written in a very readable and interesting style by men who have made a study of expression for years. They are illustrated directly from the goods, This ad shows that the man who either by a line drawing or from halfpublished it is impressed with the tone pictures which have been reidea that he must be clever. He is touched until such amount practically

As a rule, a department store as large

catalogues devoted to each depart- three months, before the dealer is

The idea of showing the goods exactly is one that would count everywhere, because women the world over would appeal to one in another.

Your advertising is an important part of your business. It is just as necessary that your advertising should be done well as it is that your goods should be made right. You wouldn't hire an incompetent, inefficient man who knew little or nothing about your trade to take charge of your foundry. Then why do you do your advertising in that way?

It is just as reasonable for you to hire always good advertising. a man to do your advertising as it is or to make your clothes. You can not do these things better than an architect or a tailor can do them, and you don't portant part of it.

In introducing a new food product you have to convince the consumer, the dealer and the jobber. It makes the process somewhat longer than it would be if your method of selling was more direct. As it is, you have to drive the consumer into the grocery with the demand for your goods, and the grocer must be informed where he can get the goods before he makes a demand on his jobber The jobber is demand from the dealers.

may be two or three weeks, or two or best publications.

ment. For instance, it will have a cata- driven to the point of ordering from logue of the cloak and suit depart-ment, one of the millinery department, ably have to have a number of reone of the shoe department, and so on. quests for the goods before he wakes up to the fact that he ought to have them in stock.

Sooner or later you will get the ma are more or less alike, and the thing chine moving, and persistence is the which appeals to one in one country thing that will move it. There is no question about that. It may take six months to demonstrate it. It may take eighteen months, but if you keep at it you will win, sure.

The secret of good advertising is merely talking about your goods just as a sensible man would talk to another. This is very hard for some men to learn. When they sit down, with the chewed end of a lead pencil in their hands, to write an ad, all of No concern which has built up a their common sense seems to forsake paying and lasting business can have them. They go hunting around for had time to learn to do its advertising word puzzles and idiotic catch lines in the way it should be done. Adver- under the impression that they have tising is a business by itself, and it oc- got to be clever or burst something. cupies all the time and energy of a As a matter of fact abnormal cleverman who devotes himself entirely to it. ness is not very good advertising. If you can not do your advertising Plainness and simple, straightforward in the right way it will certainly pay statements of just what you have to you to hire some one to do it for you. sell, and what you will sell it for, are

When you have found this out, go to hire a man to build your factories after your printers with a club or something that will have an effect on them, and get them to set up your ads as simply as you have written them. try, and yet you try to do your own ad- Never use more than two kinds of vertising, because you, like many busi- type in an ad, have one display line, ness concerns, look upon your adver- but no other display except your sigtising too much as incidental to your nature. Use plain borders and black business, and not as a vital and im-rules, take plenty of space, six or eight inches if possible, and you will find your advertising paying you beyond your expectations.

> There is no use going into any publication unless you go into it strongly. You should, if possible, be the largest advertiser in each publication you go into, and if not the largest, certainly as large as any other It is the big spaces and vigorous work that produce an impression.

If a man hasn't the money to pay disposed to go slow in stocking goods for big spaces, he may get along-ne until after he has had a considerable may succeed by using smaller spaces. What you want is to do the best thing This process is of necessity quite a you can, and that best thing is the use little time in working itself out. It of liberal spaces continuously in the

A Few Facts!

Business men recognize that advertising is now an absolute necessity if they don't want to be in the rear of the procession. They also recognize that to properly, intelligently and economically place their appropriation only parties of experience and reliability should be consulted.

That is why in our Street Cars you will see America's greatest advertisers represented more largely than anywhere else—because they know whom to place their contracts with—we have but one way of doing business and it is so far ahead of others that comparisons are not only odious but unnecessary.

CEORGE KISSAM & CO. 253 Broadway, N.Y.

13 Branch Offices.

New Advertising Rate Card

NEW YORK

Journal and Advertiser

and

NEW YORK

Evening Journal

In effect on and after April 1, 1899.

MORNING JOURNAL.

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EVENING JOURNAL.

		Pe	er
	Age	ate	Line
General Advertising (run of paper)		40	cents
One position (next to reading matter	r)	45	64
Two positions (next to and follow	ving		
reading matter)		50	46

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SUNDAY JOURNAL.

	Pe	Per	
As	gate	Line	
General Advertising (main sheet)	. 45 0	ents	
One position (next to reading matter)	. 50	4	
Two positions (next to and following			
reading matter)		+6	
Last page of main sheet	. Est	- 6	
General Advertising (Supplement)	. 40	4.6	
First pages of Supplement	. 45	66	
Page opposite editorial (in Supplement)	. 45	46	
One position (next to reading matter in			
Supplement)	. 45	85	
Two positions (next to and following		-	
monding matter) in Supplement	20	64	

ADVERTISING IN COLOR.

Sunday Journal	Only.
Art Supplements, per column	\$ 200
Per half page	650
Per page	1,200
No advertisement less than a	double half col-
umn accepted for the Art Secti be in four weeks in advance.	ons. Copy must

READING NOTICES.

In Morning, Evening or Sunday Journal

Rate \$1.50 per line, agate measurement—starred or marked advt. No reading notices accepted or first page or page opposite editorial.

TIME DISCOUNTS.

Morning or Evening Journal.

52 insertions within 12 months		per ce
78 insertions within 12 months		64
104 insertions within 12 months	736	94
156 insertions within 12 months	10	46
208 insertions within 12 months	234	66
234 insertions within 12 months	15	64
260 insertions within 12 months	1736	66
312 insertions within 12 months	20	84

Twenty eight agate lines or more, single solumn, without position, will be accepted as the minimum space to carry above discounts. If position is desired look under "Conditions." Time discounts not allowed if space discounts are taken advantage of.

SPACE DISCOUNTS.

Combining Morning, Evening and Sunday Journal.

Cumuay Juni nai.	
5,000 lines to be used within 12 mos., 21/2 pe	r cent
10,000 lines to be used within 12 mos., 5	46
15,000 lines to be used within 12 mos., 714	64
26,000 lines to be used within 12 mos10	64
25,000 lines to be used within 12 mos121/4	84
30,900 lines to be used within 12 mos.,15	60
35,090 lines to be used within 12 mos1714	66
40,000 lines to be used within 12 mos20	66
Length of columns280 agate lines	
Width of columns 30 agate lines	